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Fall 1982

United States Department of Agriculture

# extension review

## Volunteers

DEC 16 1982



## Priceless Commitment

A panorama of people—the faces of Extension volunteers are as varied as the programs they assist. These faces—furrowed with wisdom or fresh with enthusiasm—mirror the care and concern for their neighbors and the love and interest volunteers hold for their communities.

Of the 1½ million Extension volunteers, 570,000 work in 4-H programs, 600,000 are in homemaker programs, and 400,000 volunteer in agriculture, natural resources, and community and rural development (CRD) programs.

### Contribution: 1.5 Billion

In a year's time, 4-H volunteers give about 220 hours each, homemakers contribute 56 hours each, and the other volunteers donate 60 hours each, for a combined total of 183 million hours. If we value their time at \$8 an hour, they are giving \$1.5 billion a year to Extension programs. Adding travel at a range of 125 to 400 miles per year and materials that volunteers give at about \$10–60 per year, that total climbs even higher.

A major key to the success of the CES volunteer program has been the committee involvement of volunteers in program development at all levels. Volunteers were carrying out many agriculture and home economics programs before the Smith-Lever Act of 1914 was passed. In fact, volunteers can be said to have started the Extension Service. Success of the farm demonstrations and 4-H clubs was a major factor in gaining legislative support for the Smith-Lever Act.

Later, volunteers helped to establish local CES offices and they served on advisory groups and planning com-

mittees. This history of effective programs being developed with rather than for people continues to be a primary reason that people invest in CES educational activities.

### The Multiplier Effect

Volunteers work in many different areas of Extension endeavor. Over 600,000 Homemaker Club members in 45 states and Puerto Rico reach over 1 million people with their programs. The Master volunteer programs, described in the first article in this issue, the "Share Our Selves" volunteers in home economics, the "Middle Management" volunteers in 4-H: all exemplify Extension's contribution to the volunteer efforts. In the other articles in this special issue on volunteers, some of the many types of volunteers and programs in Extension are described.

In terms of time (2,080 hours equals 1 staff year), it would take eight full-time, salaried staff to replace the average of 133 volunteers supervised by each county Extension worker. Money cannot buy the commitment and motivation these volunteers bring, however.

Extension volunteers increase the multiplier effect, too, because they share, at local gatherings, the knowledge gained through their volunteer work. Volunteers, supported and supervised by salaried staff, have made the Cooperative Extension Service system the largest adult education program in the world and the largest and only Extension education program for youth.

The demand for volunteers will increase during the eighties, bringing many more opportunities for the 84 million American volunteers. Because of this demand, we will see more legislation than in previous decades directed toward the rights of volunteers. Volunteers will demand and get more say in deter-

mining the program direction of voluntary and political groups and organizations.

### Priorities

Eight national Extension initiatives have been identified as priorities needing attention throughout the Extension system of which volunteerism is one. Extension Service task forces have been assigned the responsibility of planning and carrying out achievable objectives under these eight initiatives starting in FY82 and FY83.

Some areas for action identified by the Volunteers Taskforce are:

- Conduct multistate training program for state Extension administrators and program specialists.
- Obtain statistical data on Extension volunteers
- Conduct study of impacts of Extension volunteers
- Develop two-part Handbook on Extension Volunteers for Extension administrators, agency heads, and others
- Develop generic training program for Extension volunteers
- Keep ES and CES informed on voluntary action research and legislation.

Your support is needed and welcome.

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## extension review

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# Extension's Master Volunteers

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The men and women who founded the United States over 200 years ago started a tradition we now call volunteerism. It is a spirit of giving freely of one's time and energy when a neighbor needs "an extra hand." Good neighbors still have that willingness and compassion to pitch in when needed. Barns are still built by the volunteer labor of neighboring farmers after a fire, and crops are still voluntarily harvested by good neighbors when a farmer is in the hospital.

As the first Cooperative Extension Service offices were being established in local areas, volunteers were there to help by serving on advisory groups and planning committees. You could say that Extension has always been blessed with people (volunteers) helping people (Extension professionals) who are helping people (clientele) help themselves.

Today, the tradition lives on. Among the more than 1.5 million volunteers who multiply the educational activities of Cooperative Extension Service employees, there are expanding groups of Master Volunteers.

## The Master Idea Starts

About a dozen years ago, in one of the "Last Frontier states" in the Pacific Northwest, the idea of a Master Volunteer program got its start. The Extension horticultural staff in the counties and at Washington State University-Pullman needed some help during gardening season when gardeners swamped them with questions.

The "master" idea, in a nutshell, is to provide intense, in-depth training in a certain program activity to people with some prior experience, and, in return, ask them to give a specific amount of time helping others in their area of enhanced expertise.



The original Master Gardener idea has since been adapted to other areas of Extension activity. The number of hours of training and sharing have varied by state and type of Master Volunteer.

## Washington State's Masters

Bernie G. Wesenberg, Extension horticulturalist, has been associated with the "senior" Master Volunteer program at Washington State almost since its inception over 10 years ago. Over 30 other states have used Washington's program as a model for similar educational efforts, he notes. About 600 Master Gardeners operate in 18 Washington counties this 1982 gardening season. Between 150 and 200 of them are veteran Master Gardeners.

Washington State's metropolitan King County contains 200 Master

Gardeners who are likely to make over 50,600 public contacts on gardening subjects this year. They will give about 3,100 hours of volunteer service. Typical activities for King County Master Gardeners from April through September include 4-hour sessions at neighborhood clinics—publicized in advance—held at 17 different locations in the county. They also work in the Extension county office handling phone calls on garden subjects. Some of the Master Gardeners make speaking engagements while others go on radio talk shows. After their volunteer experience, a few have established home consultation businesses or gone into classroom teaching.

## Washington State's Other Masters

### The Master Food Preserver Program

Betty Eyer, Extension home economist, trains Master Food Preservation volunteers in Arlington County, Va. The volunteers are taught how to give canning and freezing demonstrations, handle consumer telephone questions, and check settings on the gauges of the pressure canners.



has been helping Washington Extension's family living agents respond to requests for information about home canning, freezing, drying, pickling, and related subjects since 1976. The Master Food Preservers receive extensive training in their subject area. A recent survey on AGNET got responses from 10 Washington counties reporting a total of 179 Master Food Preservers this year. Eighteen counties plan to recruit and train Master Food Preservers next year.

Like the Master Gardeners, the Master Food Preservers help county agents handle phone calls, numbering in the tens of thousands, and they also provide information to home food preservers contacted at farmers' markets and shopping malls. In September 1981, at the Western Washington Fair in



Puyallup, 15,000 public contacts were made by Master Volunteers from Pierce, Thurston, and King counties. Master Food Preservers in Yakima County were equally busy, averaging 100 hours of volunteer service each, one of them working more than 200 hours.

#### Shopping Experts

Three Washington counties this year have the newest "Masters"—Master Food Shoppers—four more counties plan to have them next year. The Master Food Shopper program was started last year in response to public interest in obtaining objective shopping information at the point of purchase—the grocery store. Master Food Shoppers receive 30 hours of specialized training in exchange for devoting 50 hours providing informa-

tion to shoppers where and when they make their decisions about food. Agents working alone would not have the time to do this countywide.

These Master Food Shoppers answer questions about labeling, pricing, and packaging at booths set up in cooperating foodstores. They hand out Extension fliers offering advice on many shopping topics. Master Food Shoppers often show various forms of a food to create awareness of the differences in cost, convenience, storage requirements, and nutritive value.

#### Food Programs Spread

At one time there had been a canning center in a low-income area of Fort Wayne, Indiana. It had been closed but was still filled with equipment no longer being made by the manufacturer. City, township, and county staff members, and a neighborhood association, arranged to reopen the center, and the county Extension office handled the administrative and educational aspects.

"With only one paid director for the community canning center," explains Cam Boyd, county agent for food programs, "we looked for volunteers in the neighborhood." A dozen Master Canners now assist the director, Bee Honeycutt, with the live-steam equipment and the two large freezer units, as clients come in to can. The Master Canners also help clients use USDA research-based canning recipes and they provide other educational services.

The Alabama Cooperative Extension Service conducted statewide agents' training on the Master Food Preserver program in February 1982. Of the 67 counties in Alabama, 5 began the program this year. Agents elsewhere in Alabama are using portions of the program and plan to use the entire program in FY 83. Among the first groups of women in Alabama who have "graduated" as

*In the Master Gardener program, Extension agents train volunteers to provide assistance to gardeners in their communities. Here, a Master gardener (left) helps harvest tomatoes in a New York vegetable garden designed for the handicapped.*

Master Food Preservers, the four from Washington County and three from Clarke County will share their training information with others in high school home economics classes they teach.

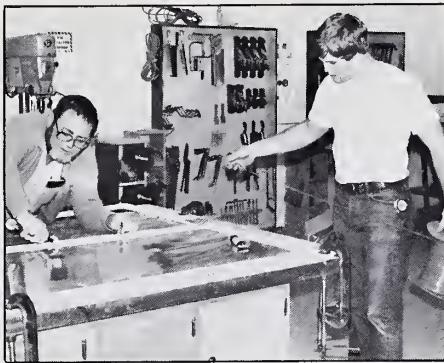
The Hillsborough County office in Florida, serving the Tampa area, is busy with a Master Home Makers series of training sessions—to have Master Volunteers in four areas of home economics. The first group of 22 volunteers was trained in food preservation—2 of the group have masters' degrees, a number have bachelors' degrees, and the remainder have high school diplomas (a basic requirement). Another group started training in mid-August in food preparation, including microwave cooking. In December, a third group will train in areas of housing, and in January 1983 a fourth group of Masters will start on the theme of "Sewing for You and Your Home."

Connecticut also started master Food Preserver programs in their eight counties this year, and they have Master Gardeners working throughout the state.

In the Tri-River Area of Colorado, Master Volunteers called Trained Food Preservationists (TFP volunteers) have become deeply involved in administrative projects, one of them implementation of a "Home Study Course in Food Preservation," with a \$6 fee for printing, mailing, and assembling.

Elsewhere in Colorado, two Master Volunteers in food preservation work for a large industrial firm in the Fort Collins area. The firm provides them with time off to conduct educational sessions. In the Golden, Colorado, area, the "master" Food Preservation Consultants are all volunteers who are graduates in home economics disciplines—which means there is less turnover in





*Last winter, Energy Master Conservers in Lane County, Oreg., taught people how to build their own storm windows out of clear plastic. This was part of Extension's "weatherization project" at Oregon State University in which volunteers also installed storm windows for senior citizens.*



volunteers due to personal commitment to the subject matter. And in the Colorado Springs area, arm patches obtained locally identify the Master Canners who provide educational events at the El Paso County Fair as well as at the twice-weekly farmers' market sessions. The Master Canners are prepared to discuss or provide materials on other forms of food preservation besides canning.

#### **Energy Master Conservers**

There are Master Volunteers in programs other than gardening, food shopping, and preservation. Over 200 Energy Master Conservers have been trained in four Oregon counties. They are expected to give back 40 hours of service for their 40 hours of training.

During September-December 1981, in the Eugene-Springfield, Oregon area, for example, Energy Master Conservers built and installed storm windows at the homes of 36 senior citizens who were unable to do their own building and installation. They constructed over 2,500 square feet of storm windows, held 34 workshops for 311 people, and spoke to more than 1,200 people.

#### **Master Gardening in New York**

An extensive Master Gardener program in New York receives training materials and support from Cornell University. Each county involved develops a program to fit local needs and best use volunteer talent. Statewide, 900 Master Gardeners have been trained, and 625 are actively involved in 29 counties.

Suffolk County—the eastern three-fourths of Long Island—contains 75 active Master Gardeners who work under guidance of county agent Caroline Kiang. They reach gardening consumers at public library sites, community gardens, and other locations such as senior citizen centers. The Master Gardeners also fill in for Caroline on some radio programs,



*Youngsters in Arlington County, Va., learn how to save on energy by playing an educational game on Extension's conservation simulator.*

and they occasionally work in a diagnostic laboratory at the county office.

Volunteers staff a speakers bureau that has 28 topics for civic and service clubs; they give 100 to 150 talks each year. The volunteers also assist with the weekly newsletter published since 1977.

Well-established community gardens in New York contain plots for as many as 50 gardeners. In one community, Master Gardeners hold a flower show each year, have an educational booth there, and help judge events at a county fair in October.

Rockland County agent Paul Trader reports that some of the 56 Master Gardeners in a 3-year-old program help provide "horticultural therapy" programs at various institutions. At one mental health clinic last year, the volunteers worked with the patients to root cuttings and transplant them.

Two of the Master Gardeners started an outdoor garden this year and work twice a week with about 30 patients. Two volunteers use the indoor cuttings/transplant activities in a hospital working with physically ill patients who are there for extended periods of time.

In the northern part of the county at a large State institution for mental patients, activities now involve: a vegetable garden at a church site with 30 patients; a combination flower and vegetable garden at a men's dormitory, with about 100 patients; and a garden at a school site for severely retarded patients who can handle little more than weeding and watering, and are now picking a large crop of tomatoes.

*Master gardeners work on a community approach to gardening problems. In Arlington County, Va., Extension horticulture specialist Francis Lay instructs volunteers and personally examines development of pole bean and other crops. Master gardeners in the county also hold plant clinics and answer questions about plant samples.*



### Garden For All Ages

Ten Master Gardeners in Rockland County operate a speakers club, and others are involved in two community garden projects. Gardeners in one community garden that has been going for 3 years with the help of the volunteers, range in age from 4 and 5 years old, to one gardener who is 86. A garden was established for the first time this year with the assistance of a community center in a low-income community. Though it is an area of high vandalism, there has been none to the garden, which is fenced and watched day and night.

Among the Master Gardeners, Paul Trader has found many talents besides the knowledge and experiences related to horticulture—some are photography buffs, some are writers. Recently, a county conservation program was revitalized to survey and save big trees in an area becoming progressively more urbanized. The Master Gardeners "were out there measuring trees, gathering data, and writing," and, "the Book of the Big Trees is about done and should be ready by next Arbor Day," says Paul.

Chautauqua County agent Roger VanNostrand has encouraged both the Kiwanis and Rotary Clubs in the county to sponsor garden-related programs using Garden Advisor volunteers. The Kiwanians sponsor a Garden Advisor supervised youth program of community gardening



which has been very successful. The Rotary Club provided partial funding for some "growth bulb" indoor lighting fixtures. Seven retirement nursing homes, who have also helped defray costs, used the "propagation centers" (light units) to propagate cuttings and seedlings in winter and transplants in spring. The Garden Advisors work almost one on one with residents of the homes, two of which have expanded their programs to include small outdoor gardens for residents.

### Mall Display

On summer Thursday evenings, the Garden Advisors also man an Extension educational center in a large enclosed shopping mall, where sample publications on all Extension programs, including horticulture and landscapes, are always available with order forms. The "center aisle" space is provided free to the Extension office by the shopping mall because the County Extension office and the Garden Advisors arrange and host a spring garden and home show—usually featuring some form of building (last time a rustic cabin) with landscaping and plants around the building. The Audubon Club designed a "nature trail" as a part of the decorations within the enclosed mall.

### Computer Gardening Program

Closer to New York City in Putnam County, one of the volunteers who took the training to be a Master



Gardener last year was an employee of IBM. After the training sessions (a 100-hour basic horticultural program with part of those hours done in homework) the IBM employee said, "You know, you could put all of that on a computer . . . want to?" "Yes," county agent Walter Carpenter responded and they produced a computer program. They are now working on data banks on the county office computer, with an eye to having a program that consumers may be able to use in the future.

Putnam County Master Gardeners have participated at a hospital fair, in a "garden mart," and they staffed a booth at a youth fair. Individually, Master Gardeners working in industrial firms answer questions from fellow employees. Two firms have provided garden space which employees are developing with Master Gardener assistance.

### Gardens in Cities

Some of the 110 Master Gardeners in the District of Columbia developed a demonstration garden for this season on Independence

*Master gardener, originally trained by Extension, holds plant clinic in library in Montgomery County, Md.*



Avenue, just off the mall near the National Air and Space Museum. The garden was sponsored with grants to, among other goals, test lead levels in vegetables grown directly adjacent to a heavily traveled street. Liz Crowley, who coordinates the Master Gardener program at the University of the District of Columbia, reports minimum vandalism at this garden site in the middle of the city.

In New Mexico, a Master Gardener program launched in the Albuquerque area last year has proved highly successful. Programs based on the Albuquerque activity have been established in Santa Fe and Los Alamos, with some training from Shelia Douchette, one of the original Master Gardeners in Bernalillo County (the Albuquerque program). In Santa Fe, about 20 volunteers handle telephoned "hotline" questions in the Santa Fe County Extension office. They will also help set up and staff horticultural and educational displays and demonstrations; they have formed a speakers bureau to give talks to local/county civic groups and service clubs; and

they will help with periodic lawn and garden clinics. In Los Alamos, the 10 volunteers opened a hotline on June 21 and will generally duplicate the activities of the other two programs.

#### **California Garden Programs**

About 80 Master Gardeners work in the double-county (San Bernardino and Riverside) area near the University of California-Riverside campus. One group of two Master Gardeners is conducting vegetable and turf-grass field plot research with Cooperative Extension specialists at the Riverside campus. Another group of 25 staffs a speakers bureau for 60 to 70 talks a year. A group of 35 conducts clinics at local area shopping centers and libraries—contacting as many as a thousand or more persons per clinic. A Master Gardener's weekly column runs in 7 local daily newspapers, with an estimated circulation of about 250,000 readers.

The farm advisor (California's county agents) oversees the Master Gardener program in both counties, working with the leaders of each committee/group. Each leader does the organizing and planning for his or her respective group of Master Volunteers.

The 16-city Urban Gardening program started in 1977 in Los Angeles, with a component of the program involving the preservation of garden produce. In 1981 in Los Angeles, 1,600 of the gardeners used drying to keep part of their garden harvests for later use. Three of the program's four food drying centers, open year-round, serve as training centers for the area's two-stage Master Food Preserver/Expert Urban Gardener program. Volunteers help staff the drying centers.

#### **Why Do They Do It?**

Why do the Master Volunteers donate hours of in-depth train-

ing—sometimes paying a fee to cover some of the cost of training materials? Why would they cover personal travel expenses and other out-of-pocket costs doing something for which they do not get paid?

James I. Grieshop reports his findings on this subject in *California Agriculture* (July 1982). The Extension Specialist in Community Education Development at the University of California-Davis, says the first 2 years of the California Master Gardener program (1980-81) were monitored closely and studies were designed to find out why people join and stay in this particular volunteer program.

Data from questionnaires completed by the 95 trainees in 1980, and the 183 in 1981, showed the main incentive was that volunteers could increase their knowledge about gardening. The second and third reasons were to receive training and to gain new skills. Other reasons (in order) were wanting to share their knowledge, gain personal satisfaction, and provide a service to their community. Over 90 percent of the respondents to a second questionnaire "strongly agreed" or "agreed" with the statement that they had gained new knowledge.

Grieshop says the information is important in the design and implementation of future programs similar to the Master Gardener program.

To work to everyone's satisfaction, the program must deliver good, high-quality training that increases each volunteer's knowledge.

"It also has to meet the expectations of volunteers," he says, "by giving them opportunities to show off their knowledge—to extend it into their communities—and to socialize. In exchange for these opportunities, (Master) volunteers will give incredible amounts of time and energy." □

# Volunteerism—At Home on the Range

Dave Mathis  
Extension News Editor  
University of Nevada, Reno

She drives 20 miles over dirt road to get her mail. She goes more than 50 miles over the same kind of roads—dust-choking in summer, mud-clotted in winter—to get to a copy machine. It's part of her "volunteer" job that she doesn't figure is volunteering.

Jean Schadler is chairman of the Modoc-Washoe Stewardship Program Steering Committee, the decisionmaking group for one of three experimental programs in the United States. This geographic area includes the northeast corner of California and the northwest corner of Nevada.

## Caring for Land

The Stewardship Program was initiated as part of the Public Range-lands Improvement Act of 1978. It is based on the concept of encouraging users of public range and forest lands, through incentives and other positive approaches, to take better care of such lands. It also fosters the idea of resolving conflicts by bringing together, in the planning stages, the various interest groups involved with the rangelands.

The Modoc-Washoe area includes about 4,000 square miles of sagebrush and grass rangelands, over 80 percent of which is public domain. However, most of the water and riparian habitat are on private land. The public and private lands are integral parts of the whole, especially where wildlife is concerned. It is important that both are managed as a unit.

Jean Schadler and husband Lonnie own the Coleman Valley ranch in Nevada's northern Washoe County, about as far away from the "madding crowd" as you can get in the continental United States.

## Private and Public Domain

In this association of private and public lands, the Coleman ranch is typical of many in Nevada. It also

represents the system of ranching that has evolved in the state over the past 120 years. Ranches were established in the early days where water sufficient to grow forage flowed from a mountain range into a valley. A ranch was developed at such a site and an oasis was formed surrounded by hundreds and sometimes thousands of acres of semi-arid rangelands. Because of the water and intensive management and development, the private lands came to have many times the productivity of the natural rangelands.

However, those early ranchers found that they could extend the productivity of the ranch further by grazing their livestock on those vast range acreages during portions of the year. Most ranchers in Nevada today would have to reduce their operations substantially if they could not use the public lands. In many cases, ranches would no longer succeed economically.

Since so much public land is involved, staff of the U.S. Bureau of Land Management (BLM) and USDA's Forest Service work closely with the ranchers in the Stewardship Program. A number of other state and federal agencies are also involved. A key facilitator in the program is Cecil Pierce, Modoc County farm advisor and Extension agent. In addition, range management and other Cooperative Extension and research specialists from both the University of Nevada-Reno, and the University of California at Davis, provide scientific and technical assistance.

## Stewardship Objectives

The specific objectives of the Stewardship Program are to develop innovative and creative management practices leading to improved range conditions and livestock production. Users are to develop and support incentives and rewards to public land using ranchers whose opera-

tions produce range improvement. They are to seek ways to integrate private and public land potentials; to promote practices that will improve wildlife and wild horse and burro habitat; to make available program information; and to encourage public involvement.

## Rehabilitation Projects

The Modoc-Washoe Stewardship Program to date has already resulted in range rehabilitation projects, development of new water, riparian habitat protection, protective fencing of other key areas, and associated activity with multiple-use benefits.

"My function as chairman of the steering committee," says Jean Schadler, "is to try and keep the machinery running—that is, people communicating and acting. I'm a community organizer." To get this job done Schadler estimates she put in 93 days or almost 5 months of her time last year, and she made a "passel" of trips over those lonely, remote dirt roads.

"I'm not a volunteer," she says, "since one of my assignments in our business is to participate on the committee. The ranch corporation picks up my expenses." She fails to explain, though, that she is part of the corporation.

"If a cowboy is keeping up with his work on the ranch he's going all day, usually about 7 days a week. He just isn't up to reading 50 or so pages of BLM or other material in the evening, or going to a lot of meetings . . . that's why livestockmen need somebody to represent them and, in a sense 'watchdog' the agencies. As a rancher's wife I'm given time to do it. Maybe other ranch women will get more into it in the future."

## Committee Concerns

The Modoc-Washoe Stewardship



Steering Committee is made up of 21 members representing different agencies and interest groups. They are persons, Schadler explains, who are at the "decisionmaking" level in their organizations. When it comes time to take action on the committee, they can do so without going back to their respective groups. "It takes unanimous consent of the committee before any action can be taken," Schadler says, "so anyone can stop what he doesn't agree with."

Aside from the Bureau of Land Management (BLM) and the Forest Service (FS), other organizations represented on the committee are the Agricultural Stabilization and Conservation Service, the Soil Conservation Service, the Conservation Districts, the State Wildlife Departments of both California and Nevada, the University of Nevada-Reno, the University of California at Davis, county commissions of counties involved, the U.S. Fish and Wildlife Service via the Sheldon Antelope Range, livestock permit-



tees, The Audubon Society, wild horse and burro interests, and private wildlife groups.

#### **Encouraging Approaches**

The University of Nevada-Reno was involved at the beginning when Jack Artz, now associate director of Extension, aided in getting the program underway. Jim Linebaugh, Extension range specialist at UNR is a project consultant while Wayne Burkhardt, assistant professor of range management, belongs to the steering committee. Jim Clawson, Extension range specialist at UC-Davis, has also been a regular participant.

"I think what has been shown by the committee," Schadler says, "is that people who disagree on fundamental issues can agree to approaches to solutions of the issues. We agree to agree. We've had some head-on clashes and there have been a lot of axes to grind but the committee has been a common grinding wheel. In the process some old biases have been dissipated. I don't know if we as ranchers are any more sure about our future than we ever were, but we're encouraged by the stewardship approach."

Lee Delaney, BLM area manager for the Surprise Valley area, said, "Jean's leadership has been a factor in keeping the stewardship program moving. She's accommodated all the interests, and kept them participating and cooperating."

#### **Talented, Secure Members**

"The committee is made up of a lot of talented, secure people," Schadler notes. "And, some of them really fit the status of volunteer. Curt Spalding, who represents The Audubon Society and conservation groups generally, uses his own

money to attend and participate in meetings. Many times, too, he has stood alone on an issue, but because he has, we've come out with a better, more acceptable result. Bill Reavley began on the committee as the Western Regional director for the National Wildlife Federation. He has since retired and no longer receives travel expenses. But, he continues to attend meetings on his own."

Finally, Extension farm advisor Cecil Pierce, a truly respected man in this area, has quietly kept everything going by arranging meeting sites, getting out information, and acting as a catalyst," Schadler says. "Because of Pierce's knowledge of the area and the people involved, he has facilitated committee functioning and has the confidence of a lot of people."

#### **Background**

Interestingly, Schadler's background in social programs in the sixties probably helped provide her with the kind of experience that adds to her ability now. She's a rancher's daughter, who grew up near Lakeview, Oregon, and graduated from the University of Oregon. For 10 years following college, she worked in social programs, often with the Office of Economic Opportunity.

"I came home to rest one summer and haven't left since," Schadler said, adding, "I began working for the Schadlers, met and married Lonnie."

Meanwhile, the quiet old land in that area where "dust devils" may be the only things moving at times remains cattle country. Only recently have persons other than the "cowboys and indians" become concerned about its stewardship. □

# Center for Volunteer Development

William C. Burleson  
Extension Information Director  
Virginia Polytechnic Institute and State University

In today's troubled economic world, volunteer groups and those organizations that rely on volunteers need all the help they get. The Center for Volunteer Development at Virginia Tech is trying to provide that help.

Founded in 1980 with the assistance of a 5-year grant from the W. K. Kellogg Foundation and matching funds from the University, the Center is calling on the resources of the Virginia Cooperative Extension Service and the faculty at the state's colleges and universities.

"To continue to meet society's needs beyond this decade," Del Dyer, the center director, says, "we have to arrive at some new solutions to some old problems. We believe that this can be accomplished by linking the knowledge base and Extension expertise at Tech and Virginia State University, the two land-grant schools, with the volunteer and human service agencies in the state."

## Graduate Curriculum

To accomplish this, the Center is encouraging Tech and Virginia State faculty and staff to give aid to volunteers and volunteer groups; involve faculty and staff from other Virginia colleges and universities in volunteer assistance; help faculty members understand how volunteerism relates to their fields of study and to teach their students about it; and encourage the development of a graduate curriculum in volunteer management at Tech.

The Center has provided assistance to volunteer groups across the state in a variety of ways. These success stories illustrate the type of problems that Extension agents, Center representatives, and faculty cooperate in solving.

## Statewide Effort

In northern Virginia, a group which operates a crisis intervention hotline had a large turnover in volunteers because they identified too much with the callers and became depressed. The group needed responsible, skilled listeners who would be able to link the caller with an agency which could provide assistance. Two faculty from Tech's department of psychology helped the group clarify its problem and suggested specific actions that might solve the recruiting woes.

In Southside, Virginia, an Extension agent and other county agency representatives worried about those county residents who "fell between the cracks" of responsibilities of existing agencies. The Center for Volunteer Development helped organize a comprehensive volunteer program to fulfill those needs of county citizens not being met by other agencies or organizations. Now, through this volunteer program, the county offers a companion homemaker service, a visitor service to the sick and elderly, nutrition aides to assist persons in planning and preparing well-balanced meals, a telephone reassurance service, and a handyman project for needed odd jobs in homes of sick and elderly persons on a fixed income.

A city elementary school PTA wanted to develop a wooded playground area. Faculty in Tech's School of Forestry and Wildlife Resources and Extension community resource development personnel worked with a local Extension agent with horticultural expertise and the local director of parks and recreation. They developed plans for the PTA volunteers to use in the park project.

A southwest Virginia city asked the Center for help in devising a school volunteer program. Plans for such a



program were developed through the cooperation of the school system, that city's Extension office, Voluntary Action representatives, and university faculty. The program led to pilot volunteer programs in four city schools.

## Funds for Assessment

A county citizens' group wanted to relieve the mobility problems of the handicapped. Through the Center, a group of five faculty members met with the citizens' group. The group had expertise in forming voluntary associations, conducting surveys, interpreting laws relating to the handicapped, and designing building

D. M. "Rusty" Erskine, head of the Center's advisory council, speaks at awards ceremony. The Center and local Extension agents cooperated in aiding one county group to begin a program to do a telephone check on homebound residents. A school volunteerism discussion is led by Jane Asche, the Center's graduate intern (standing).



modifications to increase access to handicapped individuals. As a result, the group incorporated and received funds from the State Department of Rehabilitative Services to conduct a needs assessment of the handicapped persons' needs in three counties.

The Center, which functions as a part of Tech's Extension Division, has trained agents in 78 of the 109 Extension units across the state about how to work in the volunteer sector. Although the agents have some expertise in this area, they sharpen their diagnostic and interviewing skills in comprehensive training sessions on campus. Ultimately, at least one agent in each unit will receive such training.

"Our procedure really is very simple," Dyer explains. "When a volunteer group contacts the local Extension office, the agent designated to assist in this area helps the group to clarify the problem. If no

resource is available locally, the agent forwards the request to us."

#### **Match Up Service**

"Our job then is to try and find a faculty member with the particular expertise to analyze the problem and make recommendations. The faculty member contacts the local agent with that information and he or she follows through with the group that originated the request," says Dyer, a former community resource development specialist.

Last year, 136 requests were handled in this manner. Local agents handled 28 problems without calling on the Center.

Perhaps one of the Center's most far-reaching efforts will be its work in developing a certified volunteer unit (CVU) with the cooperation of the National Extension Homemaker Council, Inc. (NEHC). The project began in 1980 when Jean Beard, advisory council member, the Center's first volunteer intern and

vice-president-elect of NEHC, came to the Center for assistance in developing the idea. An \$8,250 grant from USDA's Extension Service enabled them to print some program materials.

The CVU resembles the continuing education unit (CEU) offered by many adult and continuing education programs. Like the CEU, each CVU will represent 10 hours, in this case, of time contributed as a volunteer. Coupled with the recognition will be an educational effort designed to teach members the potential value of volunteer work for enhancing self-esteem and developing skills. The member may later use these skills to advance her volunteer career, obtain academic credit, and/or to obtain a paid position or a promotion to a higher level paid position.

"Too often," Dyer said, "people are not given credit for the valuable experience they acquire as a volunteer which can help them in other endeavors. This program could alleviate that."

The CVU idea has received the endorsement of many groups:

The General Federation of Women's Clubs, the National Federation of Business and Professional Women's Clubs, the North American Indian Women's Association, the American Medical Association Auxiliary, Inc., the Girl Scouts of the USA, the Association of Junior Leagues, Women in Community Service, Inc. (American G.I. Forum Women, Church Women United, the National Council of Catholic Women, the National Council of Jewish Women, and the National Council of Negro Women), the National 4-H Council, the National Association of Women Highway Safety Leaders, and the League of Women Voters.

*Volunteers visit senior citizens in adult home. Program is one of several in Southside Virginia area which were begun with the assistance of the Center for Volunteer Development.*



This year, four states, Maryland, Ohio, Oklahoma, and Oregon, are conducting a pilot program to determine how the program will function. "It could influence the volunteer movement in the United States, profoundly," Dyer says.

To recognize the faculty and staff members who participate in the program, the Center each year rewards those who make significant contributions in a ceremony involving ranking members of the Tech administration. Faculty who have made significant contributions are designated fellows, associates, or affiliates, and presented with suitable awards.

"They deserve the recognition," Dyer says. "Last year, we had 48 faculty, two of whom participated in our program for the first time. These newcomers devoted more than 900 hours of work to aid volunteer groups. In addition, we had more than 100 faculty and staff from the previous year who continued to help."

#### **Faculty Assistance**

Ultimately, the Center hopes to enlist the assistance of faculty from

all of Virginia's 71 colleges and universities. Already, faculty from the University of Richmond, Randolph-Macon College at Ashland, Eastern Shore Community College, Paul D. Camp Community College, Ferrum College, New River Community College, Presbyterian School of Christian Education, and Clinch Valley College have assisted the Center in responding to requests from volunteer groups. In addition, two faculty members, one each from George Mason and Virginia Commonwealth Universities, serve on the Center Advisory Council.

The Center staff, which includes Dyer, an associate, an assistant director, and three regional specialists, also uses the experience of volunteers across the state in a volunteer intern program. The interns bring their expertise to the Center for up to 2 weeks of work, during which time they share their experience and ideas and contribute to the development of print and other media materials for the benefit of other volunteer groups in the state.

The Center also has two regularly funded graduate assistant or intern positions. It gains assistance from as many as three additional interns

who have been supported by other Tech programs involved in volunteer development.

One of the first steps taken after the Center was organized was to appoint an advisory council. "We felt it was imperative that those of us in academia should be attuned to the needs of those across the state who are involved in some sort of volunteer activity. We were fortunate to find 14 persons willing to work on the council and give us the advantage of their volunteer experience," Dyer said.

#### **Advisory Council**

The Advisory Council is headed by D. M. "Rusty" Erskine of Botetourt County. She is a 30-year American Red Cross Volunteer and secretary of Roanoke Valley Red Cross Board. The remaining members represent a cross section of the state population and have a cumulative total of thousands of hours of volunteer work. In addition to the previously mentioned college faculty, the council membership includes a state legislator, the vice president of the National Extension Homemakers Council, a representative of the Virginia Division of Voluntarism, an Extension agent, business persons, and others who have organized or worked in the volunteer movement for a number of years.

The Advisory Council quickly divided itself into four groups and began working on job descriptions, the establishment of new links on and off the Tech campus, program development and evaluation, and publicity. They also work closely with the Center staff in planning the coming year's program.

"You can have all of the best people in the world but it will come to naught if there are no results," Dyer said. "In our case, the best people are getting results." □

# Rainy Day Reporters

Greg Johnson  
Extension Specialist-Agricultural Meteorology  
North Carolina State University

North Carolina is a varied state, both in climate and topography. Keeping track of the weather in almost every county of the state, nearly 100 volunteers daily report temperature and precipitation data by phone to a National Weather Service computer in Suitland, Maryland. As a part of the nationwide Touch-Tone Weather Program in which 15 states participate, these volunteers help make North Carolina's unique Extension-sponsored Agricultural Weather Program a success.

Two specialists housed in the Department of Horticultural Science at North Carolina State University prepare agricultural weather advisories twice daily. Contained in the advisories is information ranging from poultry heat stress forecasts to soil moisture reports from different regions of the state. The volunteers' data is a key ingredient in making the advisories timely and pertinent for all parts of North Carolina.

**Measure Temperature and Rainfall**  
Volunteers take daily measurements of temperature and rainfall with equipment supplied by the Extension Service. Data are coded and transmitted via phone line to a National Weather Service computer in Suitland, Maryland, where it is stored in a compatible data terminal.

County Extension personnel select interested observers in their county. In most counties there has been little trouble in finding people who want to be weather reporters.

In Catawba County, the Extension staff received space in the local newspaper and asked those interested to apply to be a weather observer. Twelve-year-old Brian Hass was chosen from 10 applicants. Brian, who hopes to pursue a meteorology degree in college, has been

a very dedicated observer since the program began.

The program was initiated in 1979 by Professor Doug Sanders, an Extension Horticulture Specialist at NCSU. The Touch Tone program has not only been valuable to agriculture but to forecasters as well.

National Weather Service forecasters at the state forecast office in Raleigh use the data volunteers supply regularly. Observers' reports have helped fill in many of the gaps between regular weather stations.

**Supplied Data about "Dennis"**  
On August 19, 1981 Tropical Storm Dennis moved northward along the Carolina Coast. Volunteer observer Jacquine Spake in Manteo reported 4.5 inches of rain at 10 pm—thus supplying the only report that evening along the entire north coast. This report, combined with radar and satellite data, helped forecasters assess just how heavy the rainfall was that evening over much of eastern North Carolina.

Low temperature reports from observers are particularly useful during spring and fall months when frost becomes a major concern.

Peanut farmers need to have accurate reports and forecasts of freezing temperatures in the fall, which can seriously damage harvested peanuts drying on the soil surface. Touch Tone reports showed temper-

atures as low as 26° on mornings when urban airport locations were reporting lows above freezing. Subsequent forecasts reflected these low temperature reports. Assessing "frost pockets" from several years of Touch Tone data is one objective of the Agricultural Weather Program.

Volunteers range in age from mid-teens to senior citizens. They also come from all walks of life.

## Talking About the Weather

One observer lived through Hurricane Hazel, which lashed the North Carolina coast with 150 mph winds in October of 1954. Others have sighted tornadoes, reported 2-inch hail, and, on some mountains, observers have measured wind chill factors that would rival Minnesota.

The volunteer weather data has also been used outside of government circles. A private forecasting service for TV and radio has recently begun using the information in their state-wide reports and forecasts.

## A Base for Climate Update

In the future, the weather data from North Carolina's Touch Tone program will hopefully be stored in a computer, available for use in crop-weather models applicable to the Agricultural Weather Program. It will also serve as a data base for updating climate information in the state. □



# Special Project—The Navy Family

Betty Fleming  
Agriculture Extension Specialist  
Home Economics  
Extension Service, USDA

Do you think of the Navy when someone talks about the city of Norfolk? Probably so. The Norfolk, Virginia, Naval Base is the largest such complex in the world.

Ships . . . Docks . . . Sailors . . . Uniforms. All come to mind. But what about those Navy families? Uncle Sam looks after the Navy—its hired personnel and equipment. But who looks after Navy families?

There have always been some limited special Navy services for Navy families. But in 1979, with re-enlistments dropping and with family problems—high divorce rates, family violence, adolescent suicides, changing roles of women, and younger marriages—clearly identified, a new program began. It was called the Norfolk Navy Family Services Center, a joint Navy-United Way venture. Today, there are approximately 14 Navy Family Services Centers all over the Nation—with 62 projected for 1984.

The Norfolk Family Services Center serves the needs of the area's 98,000 active duty personnel, 18,500 retirees and their families. There is a telephone information service handling hotline calls with the help of trained Navy/Marine personnel. At a walk-in center, families obtain social services help from professionals in the field. They are also referred to civilian agencies for help. A personal services center rents hospitality kits of cooking and eating utensils for new families in the area and provides "Welcome Aboard" packets of information. Other services include: legal assistance, child development information, and Navy Relief for emergencies.

## Extension's Role

Where does Extension fit into all this? Navy Family Services Centers



are fairly recent arrivals on the scene. But it didn't take the Navy long to see the potential tie-in benefits with Extension. In March 1980, they approached Virginia Cooperative Extension Service for assistance. Under the leadership of VPISU Family Resources director Barbara Fite and Charles Perkins, SE District agent, a project proposal was written and a 3-year pilot project funded October 1, 1980 to:

- provide educational assistance to a targeted group of Navy families in the Norfolk area.
- demonstrate the kinds of services the Cooperative Extension Service can provide military families in other parts of the country.

The Carper housing development in the Virginia Beach area of Tidewater became the site of the pilot effort. Carper is in the Tidewater region. Carper contains 600 (4 and 5 bedroom) townhouses housing 600 senior enlisted men's families (3,400 residents) including approximately 2,500 children. When school lets out, watch out!

## Navy Families

The Navy has increasingly recog-



*A growing, dynamic program is under way in the Carper housing project at the Norfolk Naval Base in Virginia. Extension's Annie Gilmer, a home economist, shown with Captain James Karlen, director of the Norfolk Navy Family Services Center, is making things hum with the assistance of some highly trained, talented aides plus some hard-working creative volunteers. You'll be hearing more about this ES-USDA pilot project!*



performance. In today's Navy, nearly 50 percent of all personnel are married.

What are some characteristics of Navy families? Family unity—the feeling of working together—is one. Mobility is another; which, if not handled successfully, can result in disruption of family support systems. Financial security is achieved to a certain extent but a mixup in pay handling or late delivery of an allotment check can cause havoc in

nized that they benefit from investing in Navy families. Married personnel are more likely to choose the Navy as a career. Married Navy personnel achieve promotions more rapidly. The family can contribute—not detract—from a Navy person's

a family that has to budget carefully to make ends meet.

Separation is another key factor in Navy families' lives. The average Navy career calls for at least 7 out of 20 years spent away from home. Separation can be stressful; so can reunions which bring about abrupt changes in family routine. Divorce and re-marriage are common.

The Carper families are not unlike the typical Navy families described above. Their men are frequently at sea. Their women often are home alone becoming the single parent, adapting to a new environment, developing new friendships—again!

But many Carper women want to do positive things for themselves and their families. They see neglected lawns, vandalism, evidence of drug use, and they want to become involved in their home community.



### Project Operations

Extension's Navy Project, under the leadership of home economist Annie Gilmer (a Navy wife herself), has proven to be a valuable addition to Carper residents' lives. It operates out of two mobile units provided by the Navy so that Gilmer's two technicians, Jackie Brooks and Donna Kendrick, can be near the families. Gilmer's office, originally at the Family Services Center (20 miles away), is now nearby, so that the home economist can administer a growing program. Two new technicians, Linda Jones and Melba Smith,

are now on staff. A new permanent teaching structure is going up at Carper to replace the mobile units.

Even before the mobile teaching units were operational, Gilmer trained the technicians to survey family needs from door to door. Working with Navy Family Services Center staff, Gilmer knew that these general areas needed to be addressed: foods and nutrition, personal and family resource management, clothing, home furnishings and textiles, and family life, child development, and human relationships.

As a result of the joint Navy-Extension survey, she targeted specific interests such as diet/exercise, meal management, food shopping, money management, decorating on a budget, upholstering and refinishing furniture, discipline, and understanding teenagers. Other needs have since been identified: stress and time management, talking to teens about sex, coping with inflation, self-awareness, and marriages where families are frequently together and apart.

The project's teaching methods have developed rapidly since the early



stages of the program. Gilmer has trained her aides to teach in groups and one on one and to work with volunteers. "Sometimes I teach," says Annie, "but we use other community resources, too, especially nearby Extension resources."

The soil for Carper lawns or gardens is very poor, but Virginia Beach horticulture agent Randy Jackson is working with residents to help them. He's even trained some "master gardeners" to teach others. Gilmer also works closely with Extension SE District chairman Charles Perkins and with Extension staff from Virginia Beach, Norfolk, Chesapeake, and other offices in the Hampton Roads area. "I have a liaison job to do," the agent says. In addition, she draws upon state Extension resources, reports regularly to Barbara Fite and others, and—in her spare time—is writing a how-to-do-it manual for other states!

#### Navy Ombudsmen

Another group that Gilmer draws on are the "Navy Ombudsmen," the wives of senior enlisted men. "They



are key people," she says. "Volunteers who help us get things done."

Some Navy Ombudsmen wives participate in specific programs. Donnalene Miller says Extension's money management help meant that she learned how to space her one monthly pay check over the full period. "I can see where my money's going now," she says. As part of her volunteer work, Miller calls in vital family information to "Group 8 Headquarters" (her husband's group) for other families. This news goes out to sea wherever the men are. Sometimes, Miller delivers information directly to families. When it's good news, she enjoys it!

What Navy Project results can be seen? A series called "Take A Break and Explore" provided 100 Carper families with consumer information on food buying and financial management. Participants reported that they reduced spending, worked on budgets, set goals, organized time better, and learned to use management principles and to be more assertive.

The Carper development is divided into 23 courts. Some sessions take place on an individual court basis, especially in those courts where neighbors know each other well. Jackie Brooks says, "We've had people from as many as 18 of the 24 units in a court attend a session on food buying. Some women find it hard to get to the trailers because they have small children so we go where they are."

A series called "How To Prepare Super Family Meals On A Navy Budget" drew 250 Carper families. Sessions on buying and cutting meats were included.

"Our 10-week Diet, Exercise and Behavior Modification course (called



DEB) is one of our most popular," says Gilmer. "In addition to nutrition information, the women learn to identify and cope with some of the problems and stresses that have led to a weight problem."

#### Special Programs

As you might expect on a military base, there are often emergencies and rush jobs to do. "Nineteen Navy families who were transferred to Iceland lost all their household goods at sea," says Gilmer. "I had to quickly mobilize Extension resources, do some shopping research, and train the Navy Ombudsmen volunteers and the families themselves so that they could replace their household goods

in Norfolk after they were flown in. Thank heavens, Extension had some good information already on hand for people who go through such a disaster!"

Gilmer and her staff have recruited more than 100 volunteers. "Some we train," she says. "Others come to us with marvelous skills such as furniture refinishing know-how. Minnie Yates, one volunteer, lost some priceless family pieces during a Navy move. Her husband taught her to refinish furniture and now she's teaching others. That's coping, isn't it?"

Extension agent Gilmer and technicians Brooks and Kendrick were recognized by VPISU's SE District

for their outstanding work. "It all came in the same year (1982)," says Gilmer. Captain James Karlen, director of the Norfolk Navy Family Services Center, is excited about the Navy Project and says, "We're the envy of the other centers! We've had calls from the Army and Air Force about it, too."

The project's future is bright. "The Navy is considering expanding this program to all Navy housing sites in the area," says Captain Karlen. "We'll simply contract with VPISU." There are also possible plans for other Navy Projects connected to Family Services Centers in other parts of the country. □

# Farmers Advise Farmers

John M. Sperbeck  
Extension Communication Specialist  
University of Minnesota

The Northeastern Minnesota Extension Referral Farmer Program is free, or almost free. But there is a catch.

The "catch" with this successful program is that the free, volunteer help furnished by farmer-teachers doesn't attract the attention that a \$500,000 project would. So reports Dave Radford, area Extension agent for small farm programs with the University of Minnesota's Agricultural Extension Service headquartered at Cloquet.

## Advising Younger Farmers

Radford has organized 16 farmers who volunteer their time to advise younger, beginning farmers. The 16 are top forage producers and their time and experience are worth "thousands of dollars," according to Radford. He believes the project is an excellent communications device. "Farmers relate in 'farmer talk' and there's tremendous credibility when a beginning farmer sees first-hand what an experienced, successful farmer has done to improve forage production," he says.

The program has caught the eye of Extension administrators. Associate Extension director Hal Routhe says he's long believed that programs should be set up "where there's at least one volunteer farmer per township who will agree to participate in educational programs himself, then agree to give volunteer assistance to neighbors."

## Program Could Travel

Radford thinks the program should go statewide or nationwide, but he doesn't think it's well enough known. "A concern I have is that a program that doesn't look like it costs much may just be taken for granted. If a half-million dollars had been appropriated, everyone would be watching it. In this case, it's only

the people involved and their neighbors," he says.

"Industry, other public agencies, and county Extension agents have made the program go," Radford states. Northrup King, Midland-Land O'Lakes, Monsanto, FMC Corp., and local feed stores in Carlton and Moose Lake have donated about \$1,000 in seeds, chemicals, and other supplies. Agencies like USDA's Soil Conservation Service and the Agricultural Stabilization and Conservation Service have cooperated, as have county Extension agents in Aitkin, Carlton, Itasca, Lake, and North and South St. Louis counties.

Dave Rabas, agronomist from the North Central Experiment Station at Grand Rapids; Neal Martin, Extension agronomist; and Jim Linn, Extension dairy specialist, have also worked with the program. Radford estimates that roughly 400 people will come to county tours that relate to practices proven by local referral farmers.

## Why Farmers Volunteer

Why do farmers volunteer their time and spend their gas money on the project? They give three basic reasons, according to George Saksa, district Extension director for northeastern Minnesota.

"Farmers say they don't like to see others make the same mistakes they did. It makes them feel good to know they're helping someone—call it a sense of personal satisfaction.

"They see the program supporting agriculture. A strong agriculture—meaning more farmers in the area—helps farmers market their

products. Fewer farmers means that markets are harder to keep.

"And third, the farmers in the program are singled out to get the latest research fast. They see this as something that helps them."

So far, referral farmers report that the program hasn't taken a lot of their time. "Farmers tell me there's lots of teaching done when they see each other at the feed store. They'd be talking to each other anyway, but now there's an exchange of farming ideas," Radford says.

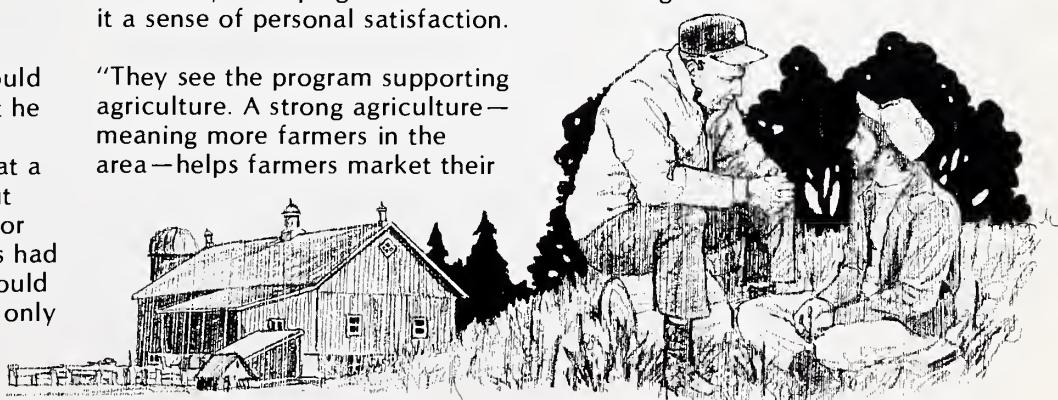
People who have questions are apt to come to the farm to get answers to a few specific questions, or to call on the phone. "I was worried about the time commitment," says Radford. "But so far it looks like most of the communicating is done through the grapevine."

Forage production is being emphasized in the program's first years, but beef management and tax help are also offered.

## Nothing Succeeds Like Success

"It's fantastic to see people copy the top management practices of their successful neighbors," Radford says. "There's one farmer with the same design on the corrals, outside calf housing, holding areas and top quality forage as his contact in the referral program," Radford says.

"It's a great team effort!" □



# Veoila Bennett—Community Advisor

Valorie Freeman  
Media Coordinator  
North Carolina State University

"You have to first know yourself before you can begin to help someone else solve their problem," says Veoila Bennett, an Extension Advisory Council member for the North Carolina Agricultural Extension Service. She speaks from 15 years of experience in helping low-income residents solve community problems.

For the past decade and a half, Veoila Bennett has been on the board of directors of the Low-Income Housing Development Corporation of North Carolina and has served as den mother, Sunday school teacher, and Y-teen advisor. Currently, she is a 4-H volunteer and advisor for 4-H'ers in the Hampton Homes public housing community of south Greensboro.

## Extension Advisor

Her newest appointment is to the North Carolina Extension Advisory Council. The Advisory Council helps Extension keep its programs close to the people by identifying needs and setting priorities. As the A&T Agricultural Extension Program representative to the 10-member statewide council, Bennett shares her insights in working with inner-city youths and low-income communities. She advises the council on problems and issues that the N.C. Agricultural Extension Service might address.

## Lay Leaders Seminar

Recently, Bennett attended the National Extension Lay Leaders Seminar held at the National 4-H Center in Washington, D.C. The 3-day seminar included visits with members of Congress and their staffs. Lay leaders from all 50 states shared common experiences, problems, and successes. Group discussions were arranged to ensure maximum interaction among lay leaders from each region.

Veoila Bennett, a newly appointed member of North Carolina's Extension Advisory Council, and one of the board of directors of the Low-Income Housing Development Corporation of North Carolina, works with 4-H youngsters at Hampton Homes Playground in south Greensboro, N.C.



"The seminar on foods and nutrition was especially interesting," says Bennett. "A dietician from Philadelphia gave some good information on choosing inexpensive foods with the same nutritional value as the more expensive foods."

According to Bennett, lay leaders from states with a high concentration of low-income communities wanted to know how involved Extension is willing to become in addressing the needs of low-income residents. She says that a very positive response was received: "Extension professionals told us that total attention would be given to the problems of low-income and inner-city residents."

The problems of inner-city youths are a special concern of Veoila Bennett. "I love working around children and being with them," she says. "I feel there's something I can do to help."

## Know Who You Are

One thing Bennett does to help is teach self-sufficiency and self-confidence. "I teach my 4-H'ers to earn the money for special projects for senior citizens and the handicapped. Don't ask for it, earn it. I tell them to have total confidence in themselves and think positive. Be

proud and know who you are. You go further in life that way."

Veoila Bennett is a living example of the advice she gives to young people. She was confident and positive as she worked to transform a dirty landfill behind Hampton Homes into a city park and playground, currently known as Hampton Kiddie Korner, of which she is director and coordinator.

Concern for inner-city youths motivated her to lead a community effort to save the Devon Street Health Clinic which serves 1,500 children in the Warnersville area of south Greensboro, after Federal budget cuts threatened to close it.

## Invaluable Asset

According to Dr. Daniel Godfrey, administrator of the Agricultural Extension Program at North Carolina A&T State University, Bennett "is an invaluable asset" to the Extension Advisory Council.

"Her dedication to young people and concern for Extension's work with limited-resource audiences will have a definite impact on future programs Extension will offer to the people of North Carolina," Godfrey says. □

# Retiree Rides to Rescue

Earl J. Otis  
Information Specialist  
Cooperative Extension  
Washington State University

Low-income people in Skagit County, Washington, are getting firsthand tips on stretching their home budgets thanks to the efforts of Extension agent Betty Evans and volunteer Thelma Zamzow.

Together, they put out a unique newsletter that reaches people not involved in regular Extension programs. Evans, a home economist, supplies the information and Zamzow helps personalize it and type, mimeograph, and mail it. The newsletter carries articles on everything from child care, food storage, and recipes to purchasing used clothing.

According to Evans, the newsletter might never have gotten off the ground, if it were not for Thelma Zamzow. "About the time final arrangements were made to start the newsletter, our office lost a secretary because of budget cuts," says Evans. She admits that a good concept might have gone under then and there, but one of the community members, a retiree, came riding to the rescue.

That person, Thelma Zamzow, probably doesn't see her role in the program as being quite that dramatic, but her volunteer work has made the difference. Zamzow had been Mt. Vernon's city clerk for nearly 20 of the 30 years she worked in that department; she had no inclination to retire completely.

## Knows Her Readers

Thelma already had a job of writing a newsletter for her Trinity Lutheran Church but she didn't hesitate to take on the new job for Extension. There were some built-in ties, she felt. Her work with the Church was a part of it and so were her contacts while in city work selling food stamps. She brought with her an understanding for the people who would be reached through her writing efforts.

Thelma brings her interest in being a homemaker to the newsletter and gives the information that Agent Evans supplies a special touch. Thelma's familiarity with the material endows her writing with the warmth of a personal letter.

Working through the Department of Social and Health Services Office, Agent Evans is able to get paper and equipment for the newsletter. Extension provides postage and envelopes.

Two years ago, a mailing list was developed when DSHS inserted a questionnaire with public assistance checks for Skagit County. More than 550 returned the insert requesting the newsletter.

## Positive Responses

"I feel very good about the whole thing," Evans says, "since the responses we have received are all so positive. People share information from the newsletter with others. Some make scrapbooks or files of the articles that especially interest them."

Ms. Evans feels that with all the proposed budget cuts, using volunteers is a viable way of keeping Extension programs going.

When Thelma volunteered for her newsletter work, it was her first experience involving Cooperative Extension. She quickly became a strong advocate of the program.

Thelma began work for Extension by volunteering her skills to the Retired Senior Volunteer Program (RSVP), a Federal "action" program, begun in 1971, designed to provide senior citizens with meaningful volunteer opportunities. Retired senior volunteers contribute over 40,000 hours of service yearly in support of numerous non-profit agencies in Skagit County. RSVP has provided



Extension agent Betty Evans holds an editorial conference with volunteer Thelma Zamzow. The newsletter they produce is proving useful to low-income families in Skagit County, Washington.

many volunteers for such well-known programs as the Peace Corps and VISTA.

Both Agent Evans and Mrs. Zamzow, in spite of long years of experience, have been surprised at the things they have observed in carrying out the newsletter. By working closely with the people to whom the letter is addressed, they recognize tips worth passing on.

They came to know that some families do not have cookbooks and cannot afford magazines and newspapers from which to get recipes. So, recipes have become a small, but important, part of the newsletter. Recipes focus on seasonally available foods, or how to use foods that are currently available as surplus foods.

But, Agent Evans concludes, no amount of good information and homemaking tips will make any difference if the information doesn't get to the ultimate user. And, without volunteers such as Thelma Zamzow, the Skagit project is one that might have died before it was born. □

# Cherokees Stage Family Festival

Ora Lee Kirk  
Extension Home Economist  
Oklahoma State University

Chief Ross Swimmer, principal chief of the Cherokee Nation in Oklahoma (who is also an attorney and banking executive), sounds almost awed when he comments on participation in the annual Indian Homemakers Festival. "I was particularly pleased to see such a large involvement of the Tribe and community in a venture that really helps the people," he says. "I have never seen such a large number of Indian people participate in an educational event of this nature."

The festival was put on primarily through the efforts of Indian volunteers and was held at historic Dwight Mission in Sequoyah County, Oklahoma.

## Fry Bread and Coffee

The Indian Homemakers Festival, a 1-day educational program begun in 1976, offers "something of interest" for each family member. Activities begin around 9 a.m., with fry bread (squaw-bread) and coffee during registration. Throughout the day participants will hear guest speakers and musical numbers, see fashion shows featuring traditional Indian dress, watch a hog fry, eat a barbecue or chicken lunch, enjoy other entertainment and teen events, and choose from among as many as 70 learning centers. The centers are exhibits, booths, demonstrations, audiovisual presentations, puppet shows, and other methods that present topics of interest ranging from "Basketmaking" to "Fileting Fish" and from "Food Preservation" to "Soil Conservation."

For example, at last year's festival held October 1, registrants could attend miniclasses on such topics as drying foods, container gardening, quilting, simple plumbing repairs, and low-cost meals. In the Family Cultural Arts section of the day, they could attend workshops on traditional crafts, beadwork and feather fans, silversmithing, pottery,

basketry, and other Indian arts and crafts. Later in the day, family members could learn about the Cherokee Nation CETA Program, employment assistance, Indian adult education, the Bureau of Indian Affairs, and other educational services.

The segment on "Management as a Survival Skill" covered many useful areas such as housework, farm records, clothing, energy, loans, small animal enterprises, recreation, good nutrition, and money.

Health of participants received considerable attention in clinics on hypertension and blood pressure, diabetes, glaucoma, eye screening, arthritis, cancer, heart rate, and other aspects of health.

The range of educational events prompted Chief Swimmer to say: "All the activities from 'Home Canning' to 'Family Planning' were well presented and well received. I wish we could have this kind of festival in every area of the Cherokee Nation."

## In the Shade of a Giant Oak

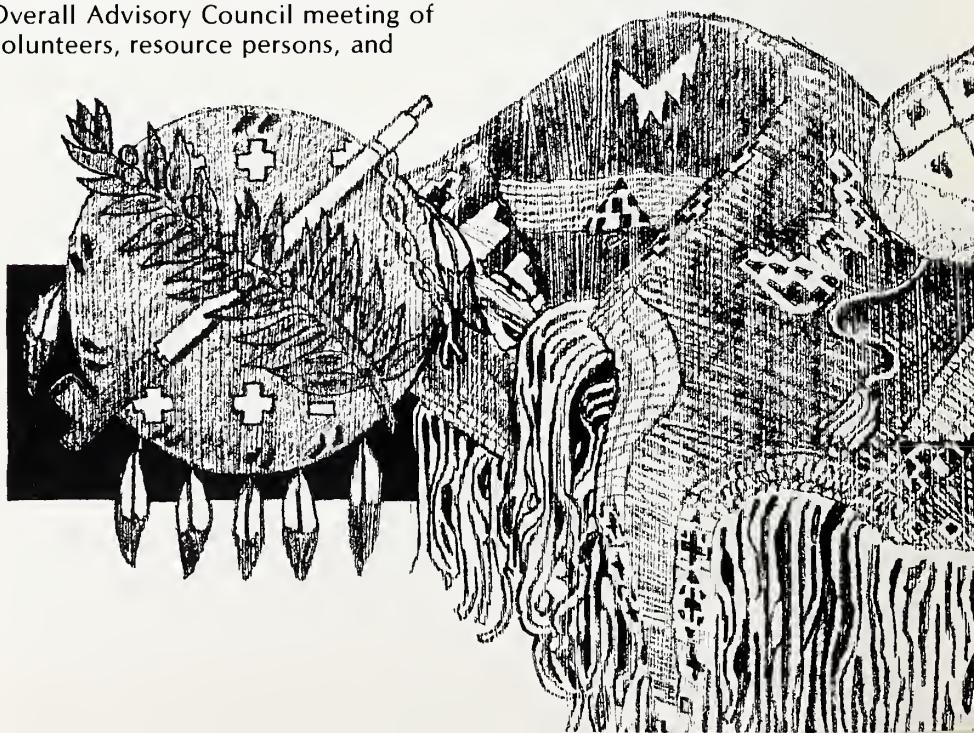
The idea for the Festival began at an Overall Advisory Council meeting of volunteers, resource persons, and

Extension staff members held under the shade of a giant oak on the beautiful campus of Dwight Mission. After identifying the concerns of Indian families, the Council (the Overall Advisory Council for Indian Programs of Oklahoma State University's Cooperative Extension Service) was seeking a way to reach a greater number of Indian people with educational programs.

Richard Chuculate, a volunteer Council member and currently its Chairman, made a suggestion: host a family-oriented 1-day event with entertainment, fry bread, and lunch, interspersed with exhibits and demonstrations on a familiar site revered by generations of Indian families. The Festival, held now for 5 years, has become a special event in the lives of many Indian families.

## Other Special Activities

The Indian Homemakers Festival is only one of the educational events and activities (although the largest one) sponsored by the volunteer Overall Advisory Council. For example, programs on "Self-Esteem," "Pride in Heritage," and "Recognition of Indian Youth" resulted from



Council activities on needs and interests of Indian young people. Practical "how-to" educational activities in agriculture and home economics areas are presented for older family members.

The Cherokee Nation, the Overall Advisory Council, and the Bureau of Indian Affairs (BIA) honor outstanding Indian members of 4-H at country 4-H Achievement Banquets during the year.

OSU Extension workers, BIA employees, Cherokee Nation tribal members, volunteers, and others contribute their skills, resources, and expertise to shape practical programs relevant to the needs of area Indian families. Program titles include "Sewing for the Family," "Basic Nutrition," "Saving Energy," and "Canning workshops."

Activities draw heavily on educational expertise and resource materials available through the Cooperative Extension Service at Oklahoma State University in Stillwater. As Extension Home Economist for Indian Programs at OSU, I serve as the catalyst and motivator, bringing together the diverse groups, keeping them informed, and kindling enthusiasm when it lags.

**What Makes Successful Volunteers?**  
Aside from aspects unique to Indian traditions and customs, such as their being more informal and less struc-

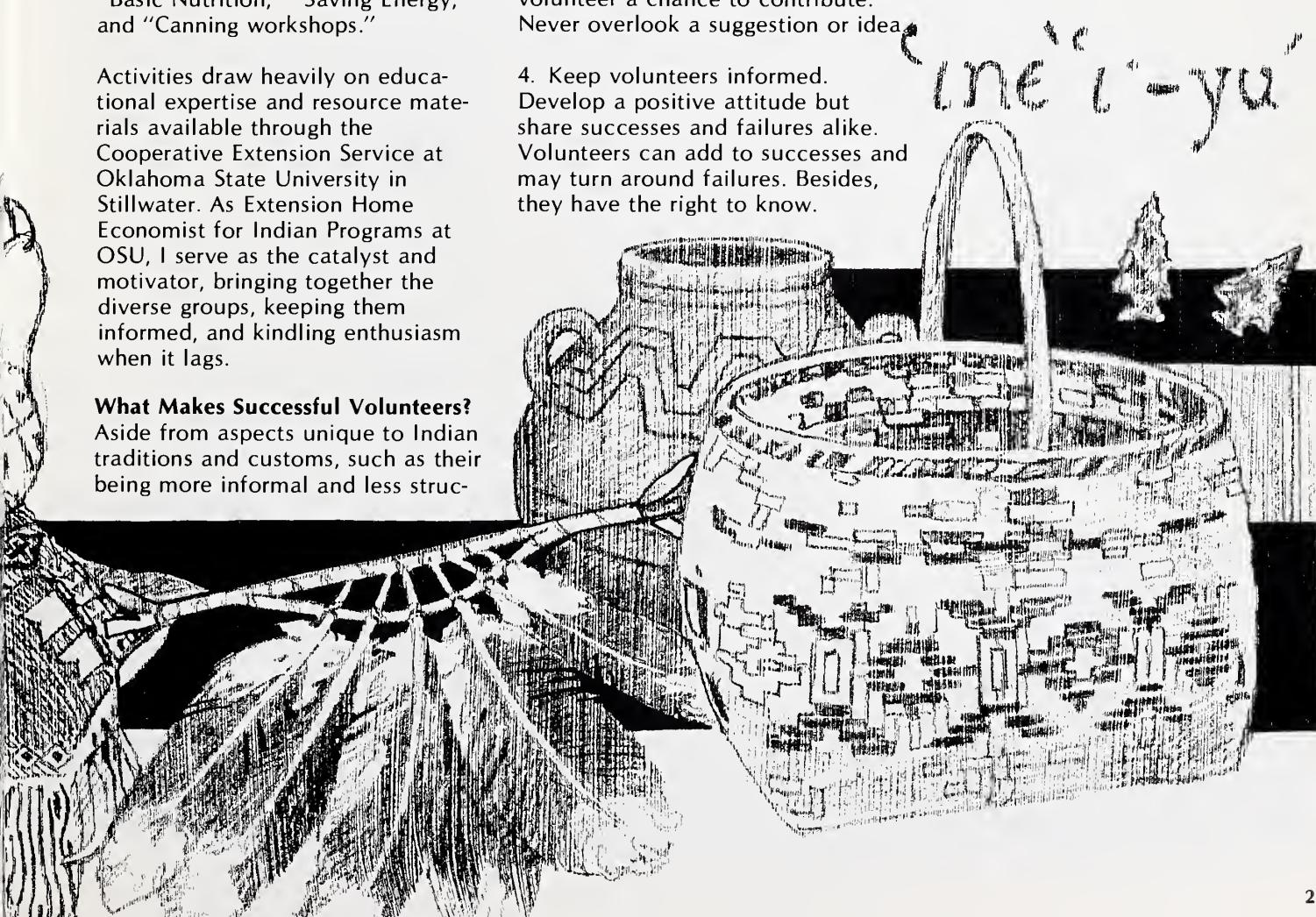
tured, characteristics of successful Indian volunteers remain the same as characteristics for those not of Indian descent.

What is needed to develop successful volunteers?

1. Provide the opportunity for volunteers to have meaningful responsibility. The volunteer must feel that what he or she does is worthwhile.
2. Communicate the need for assistance from volunteers.
3. Provide the opportunity for volunteers to perform. Each volunteer is important and each has a special talent, skill, idea, or influence that can be used. Give the volunteer a chance to contribute. Never overlook a suggestion or idea.
4. Keep volunteers informed. Develop a positive attitude but share successes and failures alike. Volunteers can add to successes and may turn around failures. Besides, they have the right to know.

5. Provide recognition for a volunteer's service. This may be the simplest and most important of these suggestions. Introductions at meetings, certificates, recognition events, use of names on programs and in news releases, and appreciation teas, all contribute to volunteers' feeling needed and appreciated. Sincere, consistent, thoughtful recognition builds dedicated, dependable, helpful volunteers.

To accomplish our objectives in the Extension Service, we rely on dependable, dedicated volunteers for help. Most certainly, these volunteers are worthy of all the efforts necessary to develop their gifts. □



# Money Talks Balance Iowan Budgets

Jane Schuchardt  
Communication Specialist—Home Economics  
Iowa State University

A young mother, a high school consumer math teacher, a college senior, and a women who wants to re-enter the labor force share a common goal—getting more Iowa families in control of personal finances.

## "Money Talks"

They're all volunteer money management counselors for a Polk County Extension project called "Money Talks." Susan B. Harris, Extension home economist and project coordinator, judged from requests there was a definite need for such an educational service. Yet, it was virtually nonexistent in the Des Moines metropolitan area.

Extension has traditionally taken the role of teaching money management and, if necessary, counseling privately with families. All the necessary elements were there—confidential, free, nothing to sell, no strings attached, no lecturing, just a credible presentation of the options.

Yet, with more families on the brink of financial disaster in this economic climate, the missing link was time to handle all the requests. Speaking from her experience in counseling with families, Harris said it takes time to teach them how to keep records, sort wants from needs, handle credit wisely, and communicate about money.

Volunteers, 18 of them since the project started in June 1981, have

filled the resource gap. Sixty-eight individuals or family members have "graduated" from the program when they've felt the time was right. A similar program, to be reported on in the next issue of *Extension Review*, has been operating the past 13 years by University of Maryland Extension home economists. Many aspects of this program were incorporated into the Iowa program.

The results aren't in yet. (Formal evaluations in the form of phone interviews are underway.) An informal check with volunteers provides a gauge of the program's success.

## Seeing the Options

Volunteer Doris Smith, Des Moines, said, "Sometimes the families can't sort out the difference between wants and needs . . . They're so close to the problem, they can't see the simple answers." That's where this counselor, who has chosen to stay home the last 15 years to care for two children, now teenagers, makes an impact. "Clients arrive so depressed. I help them see the options—they make their own decisions," she said.

From the volunteer's point of view, Linda Thomson, Des Moines, said not dictating to clients is the tough part. "You can lead them along the right path," said the junior high

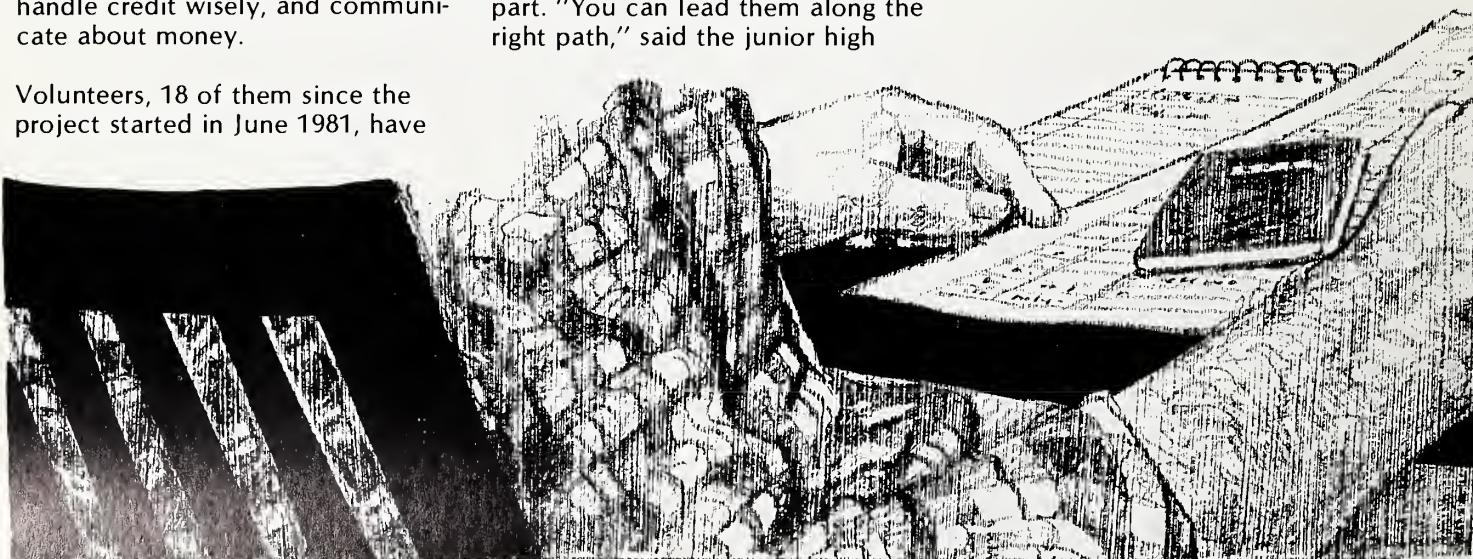
English teacher and mother of two pre-school sons, "but they have to choose to go down it."

Dennis McGowan, a senior majoring in finance and bank management at Drake University, Des Moines, remembers wanting to say "just file bankruptcy" to one family seeking financial counseling. Instead, "I went through the procedure we had been taught, asked the client to bring in records and receipts, made some suggestions on where to cut back . . .

"After 4 or 5 weeks of counseling, the family wasn't completely back on its feet, but creditors were willing to back off. The family was so overjoyed, they referred friends to the service."

## Counselors Trained

The "procedure" McGowan mentioned is taught in an intensive 8-hour orientation for financial counselors. Harris said the training, spread out over 3 nights, starts with information about the economy and budgeting basics. Effective counseling procedures are taught, along with how to manage a crisis and take advantage of community resources. Volunteers also receive



inservice training every other month on such topics as bankruptcy laws, loan consolidation, human service programs, and assertiveness.

Counselors sign a 6-month contract and generally work with two families at a time. Most volunteers interviewed said they put in 1-2 hours a week meeting with families at the Extension office, plus extra time preparing for the counseling sessions.

#### **Volunteers Benefit Too**

"Time well spent" was the repeated evaluation by volunteers. Being able to help people and simultaneously improve their own personal financial situation were common benefits mentioned. Other benefits are specific to the volunteers.

Bruce Bennett, West Des Moines, uses the experience to sharpen his skills as a high school consumer math teacher. McGowan, originally from St. Louis, said the counseling experience helped him become

more sensitive to the public's financial problems. He suspects this will be a valuable asset in his planned bank management career.

Doris Smith, who wants to re-enter the labor force again soon, hopes this experience will strengthen her resume. She's interested in finding paid employment as a financial counselor.

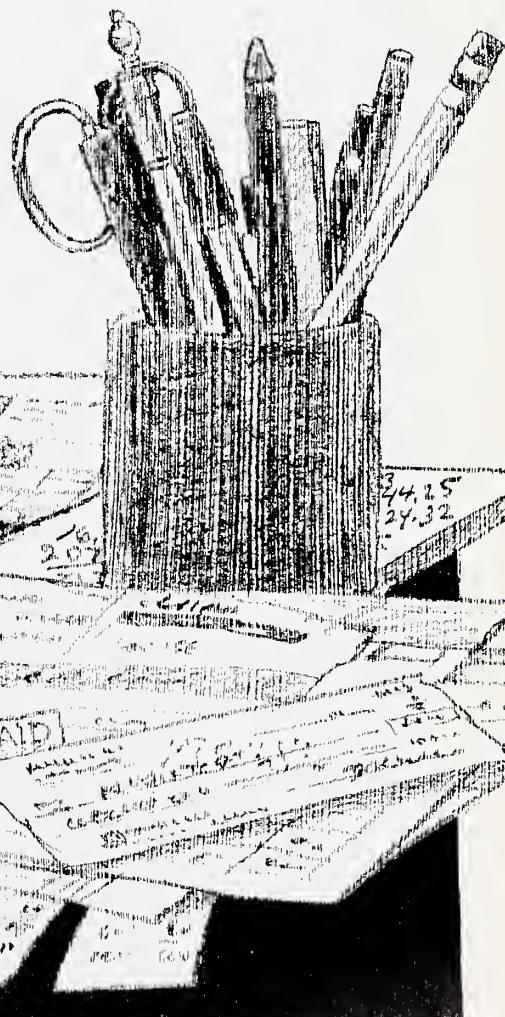
Linda Thomson said the counseling experience helped her gain a better understanding of the wide variety of people with financial troubles. "The people I counseled were decent and intelligent. One family had an income of \$35,000 a year with one blank spot in their educations," she said. "They just didn't know how to manage money and decide what their priorities should be."

#### **Volunteers Recruited**

Volunteers are recruited through a volunteer bureau, the Des Moines Junior League, an Extension news-

letter, and the Polk County attorney and parole offices. The Des Moines Junior League designed and paid for the printing of a flier which offers the service to families. A nonprofit community information clearinghouse also refers potential clients to the Extension Service.

Harris said she hopes to continue the "Money Talks" program for another 3-4 years. "At that point, hopefully we'll have enough information and statistics to prove to the financial community this service should be offered full time by them. Extension could act as training consultants," she said. □



# Nevada Life Savers—Emergency Treatment Volunteers

Barbara A. Gunn  
Extension Specialist, Health Education and  
Human Resource Development  
University of Nevada, Reno

"If you're going to have an auto accident, plan to have it in Eureka County, Nevada," advised Paul Harvey in a recent national broadcast.

Chances are you'd be miles from the nearest hospital, he explained, but in Eureka County odds are good there'd be someone close by who'd know what to do.

It hasn't always been that way. When Joe Marion arrived as the sole Cooperative Extension agent in Eureka County 9 years ago, there seemed to be no one in the county who had been trained in emergency medical procedures. The ambulance drivers were just that—drivers—and they drove as fast as they could—but they didn't know how to give emergency treatment.

When Joe Marion realized that no one in Eureka County knew emergency medical procedures—not even the ambulance drivers—he had an idea: Train residents as volunteer Emergency Medical Technicians (EMT's) to provide emergency help in every community in the county.

## Lonely Landscape

Such emergency help is crucial because, in Eureka County, like so many rural counties in Nevada and other Western states, it's a long way to a hospital emergency room. Eureka County covers an area of 4,189 square miles and has a population of approximately 1,000, mostly engaged in ranching and mining. There is one small clinic in the county which is open 9 a.m. to 4 p.m., 5 days a week—that is, when the county is able to get and keep a physician. The nearest hospital is in Ely, 77 miles to the east, across four mountain ranges averaging road summits in excess of 7,000 feet.

These are some of the reasons residents are motivated to marshal their own resources to deal with many health and medical problems close to home.

This is how Joe Marion's dream became a reality:

Early in 1974, he got 17 volunteers (including himself) to sign up for a state-sponsored EMT course to be given in Eureka. They received 81 hours of medical emergency instruction, including 12 hours in either the hospital at Ely or in Elko (110 miles away). After the first volunteers completed the course, more volunteers signed up for the next one.

## Volunteer Instructors

When the state was unable to fund another course, four of those trained in the original course (including Joe Marion) determined to become certified instructors themselves—and they did—traveling at their own expense to Ely and Elko for further training.

The four instructors graduated their first class of volunteer EMT's in the fall of 1975. From those 24 graduates, came the nucleus of a new plan: To provide aid stations in mines and in homes of trained EMT's living in remote areas of the county. The owners of the mines at Diamond and Windfall purchased first aid equipment and two EMT's purchased their own supplies to keep in their homes.

Meanwhile, volunteer EMT instructors continued to provide training for additional volunteer EMT's. Transportation for the hospital-based training was by carpool, or, at times, the school bus.

## Funding for Home Aid Stations

Then, in 1978, came the opportunity to expand the number of home aid stations. Nevada received special



Volunteer EMT Linda Summers displays first aid supplies available in her home aid station in Crescent Valley, Nevada. When necessary, Linda loads these supplies into her car to take them to a person requesting medical aid.

needs funding from the Extension Service, U.S. Department of Agriculture, for three special health education projects. All the projects were designed to motivate local people to take more responsibility for their own health care. The funding made it possible to set up six additional home aid stations and to equip them with emergency oxygen, air splints, and a variety of first aid supplies at a cost of \$600 per station.

Early in 1981, training meetings were held at each home aid station so that residents would be aware of the location of the stations and what kind of help they could expect to receive from the EMT's there. Road signs saying "Emergency First Aid" were made for each station by the State Department of Transportation, which charged only for the materials used.



*Volunteer EMT Rita Brown takes blood pressure reading for health project coordinator Barbara Gunn in her home aid station 35 miles outside Eureka, Nevada. Brown is delivering health education "suitcase" seminars at her home this fall.*

The community took responsibility for maintaining the stations once the initial equipment was supplied through the project funds. First aid supplies were replaced either by the hospital with the patients billed or the patient replaced the supplies directly.

In July 1981, an additional aid station was established at the ranch of Ralph Young in Big Smokey Valley in adjacent Lander County. The Young ranch is about 2 miles from a rapidly growing housing development whose nearest hospital is in Tonopah, 76 miles away.

Joe Marion moved to another county—but not before logging over 3,000 volunteer hours himself, mostly by being on call 48 hours on weekends. Joe's replacement was Dave Torell, who also took EMT



*A heavy snowfall did not deter these residents of Diamond Valley, a rural area in Eureka County, from traveling to their new EMT home aid station to learn about the medical assistance they could expect to receive.*

training, and then began another phase of the plan, expanding the role of the EMT to include health education as well as emergency care.

#### **"Suitcase" Seminars**

First to present six health education "suitcase" seminars (developed as another part of the special project) was Linda Summers, whose home aid station is in Crescent Valley, 10 miles from the volunteer ambulance and 60 miles from the hospital in Elko. Her friends and neighbors attended the seminars and added tributes to Linda on the margin of the evaluation forms.

Rita Brown, whose aid station is 30 miles from Eureka, mostly on dirt road, plans to present the seminars this fall. The neighbors' response is perhaps best summed up by one rancher's remark, "You give a party, Rita, and we'll come."

So, a new role for Extension volunteers. How is it working? Today in Eureka County:

- There are 90 volunteer EMT's—that's about 1 for every 7 adult residents.
- There are five home aid stations and another in adjacent Lander County.

- An ambulance doesn't roll without an EMT. He or she tells the driver how fast to travel.

At least one life has been saved. Doctors in Elko say the life of one Crescent Valley man who had a severe bleeding ulcer was saved by the quick availability of emergency oxygen from the aid station.

But most cases aren't immediately life threatening—only painful—as some of the log entries attest: "crushing injury of hand between thumb and forefinger (sledge hammer)," "middle finger and hand cut by nail while shoeing horse," "hay hook caused deep puncture and tear," "fell off hay truck and tore shoulder."

Most important for the people of Eureka County is the reassurance that comes from knowing there's a home aid station near by—a place to go for emergency aid as well as for blood pressure checks, oxygen for an asthma attack, and for advice on what to do about a baby's high temperature.

And EMT's are versatile and not without a sense of humor when it comes to filling out reports. EMT's are trained to perform only what is within their capabilities and to refer to a physician for further treatment. So it seemed Birdie Morris had gone beyond her capabilities when she reported a compound fracture of the leg which she set and splinted. Then, later she commented: "People bring you the darndest things. I sure hope nothing happens to Don's pet skunk!" Although names are always blocked out on the report form, under "age" she had written "nestling."

These days even the animals are fortunate to live in Eureka County—thanks to volunteer EMT's. □

# Training— A 4-H Tradition

*Stu Sutherland  
Public Information Officer  
Extension Service, USDA*

What makes volunteers go through long hours of training, then give even longer hours of time in service?

## 4-H Training in Indiana

With an assumption that "practice makes perfect," consider the 4-H adult volunteer leader training in Indiana—known as the Rotary 4-H Adult Leader Conference. This series of training conferences was initiated in 1939, when leaders of Rotary International's districts in Indiana and the 4-H staff developed the first conference for adult leaders. The 1982 version of the series was the 43rd annual conference. Rotarians hosted 1,173 4-H volunteers in 31 different locations during March. Now over 50,000 adult 4-H volunteers have been trained in this way in Indiana.

Planning for this year's series of training sessions started last October (1981) with a special session held during Indiana's annual Extension agents conference for all agents who would serve as hosts for the 31 locations. A state staff subcommittee was appointed to develop the program for 1982 for a theme of "4-H Local Club Program Planning." Three 4-H staffers and three doctoral students in instructional development from the Department of Education at Purdue University composed the committee membership and designed the program.

## Helpful "Doodles"

Among the training "tools" used in 1982 were a slide/tape presentation to give an overview of program planning, a teacher's guide, posters, and "doodles"—plus a program folder for all trainees that included Rotary District Governors' messages and information about other training available on state, regional, and national levels. The "doodles" are single-sheet easy-to-remember lesson aides, adapted by the committee from program planning materials done in Wisconsin.

Indiana's Hoosier 4-H Leadership Center at West Lafayette will host Indiana's 4-H Adult Leaders Forum late this September. So although there is a center for training, people want to maintain the tradition of the Rotary 4-H Leader Conferences so that the volunteer leaders learn about Rotary, and Rotarians learn about 4-H and the volunteers "that make it go."

## Texas Training Center

If you look at a map and let your eyes wander to the "more or less center" of Texas, you will see Lake Brownwood (not far north of Brownwood, if you spot that first). For 4-H leader training, that is the Texas 4-H Center. The Center was constructed with funding from 4-H members, parents, and the private sector, and is owned by the Texas 4-H Foundation. Its replacement cost today would be about \$4 million.

Fully self-contained with its own water and sewage systems, the Center sits on about 93 acres and offers year-round outdoor activities. Adult and youth leaders come from every county of Texas for conferences, forums, weekend workshops, and camps, taking home ideas and skills to share, thus multiplying the benefits of the training center programs.

The Texas 4-H Center, heated and air-conditioned, contains 13 meeting rooms including a main auditorium that seats 300, closed-circuit television capabilities in every meeting room, and beds for up to 260.

Volunteer training begins at the Texas Center in August and concludes the following May; camping programs for 4-H members take place during summer months. Groups other than 4-H'ers and leaders can use the Center on a cost-plus basis, which helps hold down

costs for 4-H members and volunteers. The no-stairs facility offers complete service for the handicapped.

## Multiplying Volunteer Leaders

Just over 900 volunteer leaders were trained at the center from August 1981 through May 1982. About 9 hours of training are devoted to each volunteer per workshop, so over 8,100 hours of training were provided. Milton Boyce, 4-H-Youth Assistant Deputy Administrator for Staff Development and Training at Extension Service-USDA, concluded that volunteers return 11 hours of service for every hour spent by Extension 4-H agents in their county. The Texas 4-H Center estimates that 89,892 hours of service will be given by the volunteers trained last season. Figuring volunteer service time at \$5 an hour yields a \$449,460 return on the 1981-82 training investment at the Center. To carry that idea one step further, it is estimated that each volunteer trained at the Texas 4-H Center trains at least six others.

In Indiana and Texas, surveys or other methods determine the training needs of volunteers. One nice touch to the Rotary/4-H tradition in Indiana is that local Rotary clubs host, and Rotary members join the local/county volunteer trainees at a meal, for most training sessions. Extension agents submit topics for consideration for the Rotary/4-H sessions, roughly a year in advance. In Texas, grants from the Texas 4-H Foundation, companies, and individuals, support most of the workshops at the Center.

On a fiscal year basis, the volunteer training needs are established through a survey done in cooperation with the Volunteer Leaders Association of Texas—to establish what training the volunteers wish for themselves. □

# Fishfarming On The Prairie

James T. Davis  
Extension Fisheries Specialist  
The Texas A&M University System



Volunteers are helping to make aquaculture a success in Texas by taking part in demonstration programs. For farmers, this sometimes means making land and special facilities available—or providing money—or taking the time to show visitors around.

## Soaring Crawfish Production

Amos Roy, Orange County, Texas, built four 1-acre ponds in 1977 to demonstrate the effects of improved crawfish production methods. Now, 5 years later, the number of crawfish producing acres has jumped from 63 in the state to 4,000 and production itself has increased from 167 pounds per acre to over 800 pounds per acre. People bought so many crawfish in 1982 that the Texas market could not be saturated.

## Herbicide Demonstration

Stanley Glaser, Milam County, Texas, has used his pond to prove just how effective certain herbicides are in controlling algae in fish production ponds. This meant delaying some production operations so that interested persons could see the



results. At the same time, Glaser provided the time to apply the herbicides.

Most demonstrations efforts are paid for by the land owner. In the Catfish Farm Pond Program the farmer provides the pond, buys the toxicant, restocks the fish, provides the feed, and monitors and records the harvest.

## Feasibility of Co-op Buying

Volunteers are also participating in the Cooperative Extension program for small- or low-income farmers in Texas. The volunteers cooperate with farm pond demonstrations,

showing the feasibility of co-op buying of feed and of marketing the catfish they raise. This is a joint project of the Texas Agricultural Extension Service and Prairie View A&M University, which are part of the Texas A&M University System.

"What really drives the programs," says one Extension spokesman, "are the efforts of the volunteers with their abilities to sell others on the success of the systems. At the same time, when people see what has been accomplished in person they are more impressed than by any 'speechifying' on the part of the cooperator or professional." □

# Curtain Call for Volunteers

Mark Dearmon  
Media Specialist  
North Carolina State University



It all started simply enough. After seeing two talented tap dancers perform at a regional 4-H talent show, some of us at North Carolina State University thought that 4-H could provide many new opportunities for 4-H'ers interested in the performing arts.

## Idea into Obsession

That idea became an obsession: an obsession that with the help of three 4-H agents and a group of talented 4-H volunteer leaders evolved into the first North Carolina 4-H Performing Arts Troupe.

For years, "Share the Fun" talent shows have been popular in North Carolina and in other states. This program gives 4-H'ers the chance to "share the fun" through some talent they may have. Individual effort is the key to success. A logical extension of "Share the Fun" was to encourage some of the more gifted 4-H'ers in the performing arts to grow more—in a team effort—a performing arts troupe.

## The Troupe Forms

The North Carolina troupe's formation was announced to 4-H agents in November 1981 and applications were accepted beginning in January 1982. Requirements were simple: if you have talents in music, drama, or dance, let us know. Soon, we had over 75 applications from across the state for the 30 parts in the Troupe.

## Troupe Leaders Chosen

Also in January, we selected four specialized volunteer leaders, called core leaders, to direct the three major parts of the show—music, choreography, and dramatics. Wendy Leland, a volunteer from Ashe County, was chosen as overall director. Wendy had been involved in many 4-H dramatic efforts in her county—the only county in North Carolina with a significant program in the performing arts at that time.

Wendy was also coauthor of the 4-H dramatic arts project in North Carolina.

Deborah and Derek Hoskins from Harnett County were selected as our choreographers. They had considerable experience in dance and they run the Dance Academy in Dunn. The Troupe was their first involvement in 4-H. Another relative newcomer to 4-H was our music director, Sue Ellen Hall, from Edgecombe County. She had previously been artist-in-residence in Edgecombe County.

## An Energy Celebration

Under the expert direction of these volunteers, the Troupe's first production, "An Energy Celebration," soon took shape. The energy theme of the revue was chosen to coincide with the state 4-H project for the year: energy conservation.

In early March, the four core leaders and the project coordinators, Dan Cook, 4-H agent in Harnett County, Julie Landry, 4-H agent in Ashe County, and I, met to review the 75 applications for parts. Applicants ranged from 12 to 19 years and came from all over the state.

## Casting the Show

Selecting Troupe members solely from their applications is not the easiest or best way to do it. But, in our case, it appeared to be the only way. Our first performance at the State 4-H Congress in Raleigh was only 4 months off. Time and money did not permit traveling around the state to hold auditions.

After half a day of discussing and rating the applications, the leaders selected 41 4-H'ers to be in the first Troupe. Eight more volunteer leaders were chosen from over 20 applicants to work in staging, costuming, makeup, and other areas.



Things looked almost too good to be true. What had begun as a few song and dance numbers became a troupe of talented 4-H'ers and a dynamic group of volunteer leaders with experience in the performing arts. The script had been written and the music selected.

## The Final Hurdles

The first and probably most formidable hurdle was that of music. The project had already exceeded our original dream in effort necessary, so we did not want to attempt "live" music. Live singing and dancing would be enough to stage. Yet finding instrumental arrangements that would suit the performance was proving almost impossible.

Once again, the volunteers and donors rescued us. A local recording studio gave a weekend's worth of studio time. Randy Friel and his band "Dr. Groove" agreed to arrange and record five of the nine selections. The end result was as professional as you could want.

Now to handle the second and remaining hurdle—sound and light support. We discovered that local Explorer Post #711 specialized in sound and light for everything from talent shows and beauty pageants to boat races. Working with another youth organization excited us. The Post members voted to provide all the necessary technical assistance



for the Troupe's first performance in July 1982.

Thus, the foundation had been laid for a truly memorable experience. Many hours of work remained. We had yet to meet the 4-H'ers and volunteer leaders who would make the program a success. That moment would come at a weekend Performing Arts Retreat in early April 1982.

#### **The Retreat**

The retreat was really the start of the magic, the magic that happens when talent meets talent. From the start, the retreat ran at a fever pitch. This was the first time the leaders could see if the performers were as good in person as they had looked on paper.

Friday evening began with workshops in music, dance, and drama. Later that night, the core leaders met until 2:30 a.m., to assign each of the 41 performers to one of three core groups based on their talents.

On Saturday morning, the casting results were posted and the scripts passed out. For the first time, Troupe members knew exactly what they would be doing and what was expected of them. Our expectations were high but many of the Troupe members saw theirs as a unique opportunity to grow and to shine.

In the next day and a half, the Troupe learned all three acts of "An Energy Celebration." We had no



breaks except for meals; yet not a complaint was heard. By noon on Sunday, the Troupe had run through the entire performance under the direction of the volunteer leaders.

The magic really burst into bloom that weekend. Members of 4-H who had never danced before had become lead dancers. The Troupe gave 41 able individuals the chance to meld as a talented team under the 4-H banner.

#### **Getting Ready**

In the next 3 months, the leaders worked on costuming, staging, and other production elements. Troupe members received cassette tapes of each of the nine musical selections so they could practice along with them. Extension homemakers made nine large cloth banners—one for each form of energy—for the stage backdrop. The state 4-H Fashion Revue winner and two friends sewed on what seemed like miles of Roman Shade tape so the banners could be dropped on cue during the show.

#### **The Performance**

The Troupe's first performance of "An Energy Celebration" went even more smoothly than the full dress rehearsal. A standing-room-only crowd of over 1,300 4-H'ers, leaders, and donors, along with North Carolina Governor Jim Hunt, watched the Revue with great

excitement, giving two standing ovations. The whim that became an obsession had become a reality.

"An Energy Celebration" began with formation of a troupe in act I. Director Antonioni Fellini, after being contacted by telephone, asked all performing artists to make themselves known and the performers ran onto the stage. After brief auditions and selection of the energy theme, the Troupe brought to life traditional energy sources—solar, electric, and wind—in act II, and human energy in act III. Musical selections ranged from "Aquarius/Let the Sunshine In" (solar) to "What a Difference You've Made in My Life" (a tribute to 4-H volunteer leaders) to "Celebrate," the final number. Dance routines included tap and jazz and ballet. A unique addition was the use of multi-image slide support for backgrounds and other visual effects.

After the performance, there was not a dry eye backstage. The Troupe felt good, the leaders felt like proud parents, and the audience was astounded.

"The amount of work and dedication put into the Revue was evidenced and appreciated by us in the audience," wrote one 4-H agent.

Troupe member Kim Wagoner later wrote me, "One 4-H leader remarked that it looked as though you all have been practicing the show for months together." Actually, total rehearsal time together had been only 4 days.

Needless to say, "An Energy Celebration" is just the beginning for the North Carolina Performing Arts Troupe. Plans are being made for a new production next July. Our hope is for the Troupe to be 4-H ambassadors who can, in their own special way, share the 4-H experience with others. □

# Homemaker Volunteers Active Nationally

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Writer-Editor  
Extension Service, USDA

The "Ohio volunteers" . . . A Civil War regiment? A volunteer army? No way! The Ohio volunteers are the army of volunteers who freely donated their time and energy to make a high success of the National Extension Homemakers Council (NEHC) meeting held at the Ohio State University, Columbus, in August. Volunteer efforts—which included everything from registering participants to conducting tours—resulted in what participants called "the friendliest meeting in years."

## For Family Life and Community

NEHC was established in 1936 and represents over a half million members from 45 states and Puerto Rico. It is an independent, voluntary organization and a support group of the State Cooperative Extension Services (CES). The objectives of the NEHC include: improving the quality of family living in cooperation with CES and USDA; providing progressive improvement of home and community life; and promoting programs to preserve the American home.

Extension homemaker members annually contribute an average of 56 hours in volunteer service. The most popular categories of volunteer services are family-related community work; maintaining homemakers organizations; community services; and sharing information. Other important categories are: leader/teacher projects; fund-raising projects; leadership for youth; and expanded food and nutrition education programs.

## Helpers Everywhere

"Volunteers literally did everything at the 1982 meeting," says Linda Roberts, program coordinator, Ohio Cooperative Extension Service, and campus liaison officer for the national meeting.

"At the meeting itself," Roberts says, "they set up audiovisual equipment, assisted with cultural arts exhibits, directed people to dormitory and meeting rooms, and even carried luggage and served meals."

These vital activities were accomplished by a 300-member unit of Ohio homemakers led by Eva Barger, Champaign County, Ohio hospitality committee chairperson. Mabel Stocker, Wayne County, Ohio, steering committee chairperson, guided the volunteer effort both before and during the meeting.

## Youth Program

The 5-day Ohio meeting was the first family conference for the NEHC and the first year a youth program was offered. Volunteers conducted a daily program for children ranging from infants to teens. Youth program chairperson, Carolyn Ropp, Logan County, Ohio, examined facilities to make certain all was suitable for the young visitors. Volunteers conducted a mini-day care center for pre-schoolers and provided babysitting during conference evening events.

## Handmade Souvenirs

Each of the 2,100 participants received a handmade Ohio tote bag as a conference souvenir. These and other banquet and reception items were produced by various Ohio county homemaker groups. Also, the Buckeye Shop, a souvenir center operated by volunteers, netted over \$4,500. This money was used to defray conference costs. A low-cost transportation service to and from the Columbus airport was coordinated and conducted entirely by volunteers. Cars were kept available during the meeting for delivery service and to chauffeur participants and speakers. "We couldn't have had this meeting without the volunteers' help," says Naurine McCormick, assistant director, home



economics, Ohio Cooperative Extension Service. "The Ohio homemakers generously gave thousands of hours. Their contribution and the help given by our Extension agents and other professionals made this meeting a huge success."

Around the Nation, Extension homemaker programs are strengthening volunteerism in our society while accomplishing Extension and community objectives. Some examples follow:

## Inflation Fighters

Cooperative Extension economics specialists at the University of Illi-



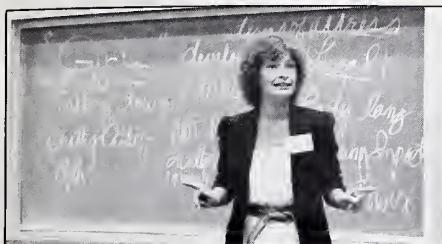
*National Extension homemaker meetings are always full of life. The volunteers' faces reflect their enthusiasm and dedication in extending the outreach of the Cooperative Extension Service system. These photos were taken at the 1981 NEHC meeting in New Hampshire.*



Nois are helping families find new money-management strategies to cope with the high cost of living. The program, "Why and How to Fight Inflation," focuses on what inflation is, how it is measured, how it affects our different roles, and what citizens and the government can do to control it.

As a result of an educational program involving 355 adult leader volunteers, and 83 county advisors, thousands of homemakers learned to cut costs and find new ways to keep pace with inflation. Materials supporting the training were newsletters, radio interviews, news releases, and a self-study course.





In a random sample drawn from 2,958 homemakers in three counties, homemakers were asked how their money management behavior had changed as a result of the program. Approximately 71 percent of the homemakers reported cutting food costs; 71 percent lowered transportation costs; 42 percent reduced utility bills; 58 percent designed or revised family budgets; 63 percent increased savings; and 90 percent reported reduced impulse buying.

Families learned new options for using their "shrinking" dollars through the program. It is estimated that approximately \$234,626 could be saved in one year by participating families through improved food purchasing.

#### **Leadership Development**

A homemaker program fostering leadership principles is encouraging Indiana women to volunteer for public policy activities, Ann Hancock, specialist in Consumer and Family Sciences, Purdue University reports.

"Many skills were developed as a result of the leadership course taught by Extension agents," says Hancock. "Topics included preparation of agendas, organizing and presiding at meetings, speaking in public, and working with people. Ninety-two percent of the 205 persons surveyed said they were somewhat or much more likely to accept other leadership roles after their Extension experience."

With the growing need for family understanding of and participation in policy activities at the local level Hancock says, it is hoped that more women in Indiana trained through the homemaker organization will become members of policy boards in their communities.

#### **Energy Efficiency At Home**

West Virginia Extension home economists have implemented a program to help families in that state assess their energy use patterns and take new steps to conserve fuel and energy in the home.

State Extension office provides an energy checklist to help family members identify potential energy-conserving areas. Once the areas are identified, families compile a list of energy-saving actions.

Extension energy specialists provided publications for the program leaders, evaluation plans, and training for agents and local volunteer leaders.

For the initial effort, enrollment was secured through the West Virginia Extension Homemaker Club program.

Of the 128 participants who completed evaluation forms, 77 percent reported that they planned to take new steps to conserve energy in their homes. In addition, over 50 percent stated that they plan to reduce energy consumption in general by managing energy used for heating and cooling, cooking, lighting, and household equipment more efficiently.

#### **Lap Reader Project**

To promote the psychological growth and development of preschool children, Extension home economists at the University of Arkansas have recently promoted a "Lap Reader Project" in 13 counties in the state.

Extension held leader training meetings, education activities, and general meetings. The clientele includes young families and preschool children.

Preschool children learned such skills as reading, listening, buttoning, and differentiating shapes and colors. Two hundred Homemakers Club leaders were trained and, it is estimated, 1,400 children benefited from their instruction. □

# At The Wheel— Volunteer Drivers

David J. Cyra, Director  
Statewide Transportation Program  
University of Wisconsin—Extension

Volunteer driver programs throughout the country are making life easier for many elderly and handicapped persons by providing transportation for medical appointments, grocery shopping, and other essential trips. And for persons who aren't able to get out often, the drive away from home sometimes is as enjoyable as the trip destination itself.

Volunteer drivers and program coordinators, who provide the service, also gain personal satisfaction knowing that their efforts are appreciated. Without their assistance, many passengers would have no transportation available to them.

To better understand this lifeline to basic needs, the Extension staff of the University of Wisconsin asked coordinators, drivers, and passengers involved in 11 volunteer transportation organizations in Wisconsin to comment on the operation of and need for volunteer transportation. Organizations represented were the Department of Social Services, the Department of Aging, the Red Cross, the Commission on Aging, FISH (a Christian organization providing volunteer services), and RSVP (Retired Senior Volunteer Program).

## Volunteer Driver Coordinators

Most of the coordinators surveyed were women who are responsible for arranging services provided by 12 to 250 volunteer drivers. They have worked as coordinators for periods of less than 1 year to 16 years. Except for FISH, all of the organizations pay coordinators for their services. Red Cross has salaried and volunteer coordinators.

According to the coordinators, the most enjoyable aspects of their jobs are working with people and helping to serve the less fortunate. As Colleen Barnett with the Depart-

ment of Social Services in Grant County says, "From the side of the volunteer, I feel very good participating in a program which helps the private community meet more of its own needs. Helping people also makes me feel good. Many of the elderly have worked hard all of their lives. They are often reluctant to ask for help, but we try to assist in a way that preserves their sense of independence."

The coordinators are proud of attempts to incorporate cost-effective measures into their operations. Gail Schwersenska of Waushara County advocates setting up some kind of dispatch system. Originally the commission on aging where she works had participants calling their drivers directly. "There is not enough control with a system like that and no opportunity for ride sharing," says Schwersenska. "It is important to stress that people may be asked to share rides."

## Concern for Volunteers

"Inform people of the need to recruit volunteers and then let them know they are appreciated," says Jo Ann Pussehl with the Department of Aging in Walworth County. "Safeguards need to be taken to prevent clients from 'using' volunteers. Make your volunteers feel important, be friendly, and present a very positive approach," Pussehl says.

Contrary to what many surveys indicate, people are volunteering, according to Florence Bohannon with the Department of Services in Sheboygan County, who has served as a coordinator for 8½ years. "Busy people employed full time, who lead active lives, will volunteer if the tasks they perform have meaning, are needed, and afford them satisfaction," she says. Bohannon feels it is important for a coordinator to get to know volunteers well enough to be sensitive to their

needs, to involve them in the planning and decisionmaking, and to assign them tasks that are worthwhile.

In new service fields, there is often a need to organize advocacy groups, if only to focus attention on what needs to be done to make improvements. For example, a joint effort by the University of Wisconsin's Extension Office of Statewide Transportation Programs, the State Insurance Commissioner's Office, and the Association of Volunteer Coordinators, succeeded in making available a special classification of liability insurance that counties have purchased to further protect volunteer drivers. Efforts are also being directed toward the passage of pending legislation that would allow volunteers the same mileage deduction that businesses use for income tax purposes.

The slow—but sure—progress demonstrated in Wisconsin in human service transport programs is a collective accomplishment with interested parties meeting, sharing common concerns, and facilitating action for improvement. In constantly striving for communication and cooperation, a bond of trust is created that promotes consideration for everyone in the system.

## Volunteer Drivers

The volunteer driver program has provided support for independent living and vital services for health care.

Volunteer drivers were also surveyed. These drivers are motivated to volunteer for various reasons. Forced into an early retirement for

medical reasons, James Sieber, age 60, works with the Department of Aging in Walworth County. Driving gives him a feeling of self-worth, and he enjoys meeting people he would otherwise never have met.

Sixty-nine year old Mary Ellis, a volunteer driver with RSVP in Waukesha County, explains perhaps the reasons she volunteers are selfish. "The feeling of being appreciated gives great personal satisfaction. Too, I may be in the same situation some day and hope that there will be someone who cares. . . ."

Volunteer job problems that cause dissatisfaction are for the most part due to communication gaps in the system—such as mixups in appointment scheduling—which occasionally happens in any organization. Increased understanding within the community the volunteers serve could resolve some of these. For example, Vernon Frisk, a 72-year-old driver with the Department of Social Services in Grant County, suggests it would cut down on drivers' waiting time if medical personnel could give a little priority to patients who use volunteer transportation services.

Volunteers in most cases are not only donating their time, but are also contributing financially. Drivers who are reimbursed for mileage

receive only 19 to 27 cents per mile. Estimated total cost of operating an automobile is approximately 40 cents per mile.

#### **Passengers**

Passengers who answered the survey primarily request a ride to medical facilities, although at times other essential stops are made along the way.

Volunteer drivers are willing to make unscheduled stops at the pharmacy, bank, or grocery store for passengers on the way home from doctor appointments. "This 'extra mile' is very much appreciated," says Amy Buckingham of Waukesha County.

"Without this program my life would be worthless, as I never leave my apartment, unless I am with someone," said Wanda Kupp, age 80, of Waushara County. "The volunteer drivers are my friends, my family, my eyes and my legs. Without them I would have to go to a home."

#### **Future Volunteer Driver Programs**

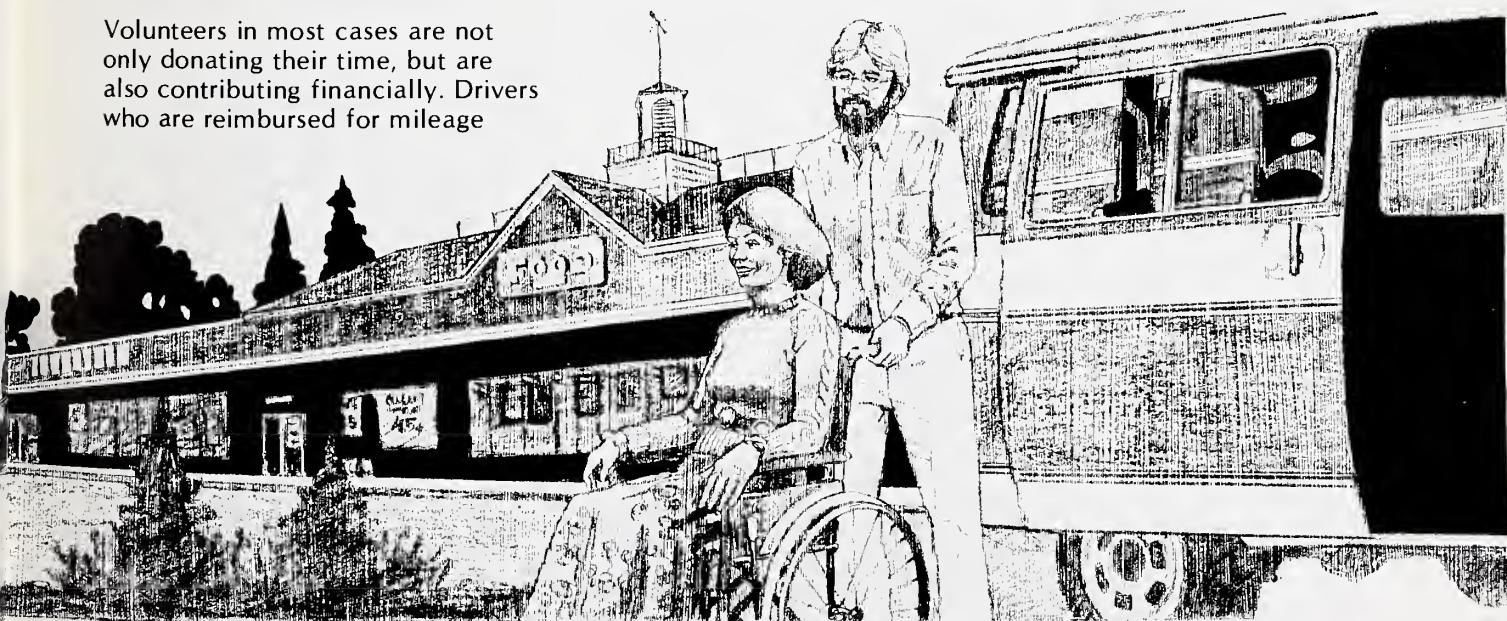
The need for human service transportation will always be with us,

especially in rural areas where there are many miles between transportation centers and no public transit exists. With cutbacks in federal funding for transportation, there is a greater emphasis for some less expensive transport service to meet personal needs.

There is a group of individuals responding to the call for volunteer assistance, however, who are the able-bodied elderly.

What is still called for are more effective ways of recruiting, recognizing, retaining and rewarding these drivers. Using personnel management techniques borrowed from private industry has been shown to be an excellent way to enhance the image of the volunteer job. Job descriptions, formal training programs, and procedures for evaluating and rewarding volunteer performance could be included in volunteer driver programs.

As the need for volunteer drivers increases and the job gets tougher, programs must be as responsive to the volunteer's need for job satisfaction as they are to the needs of the people they serve. □



# Volunteer Vignettes

## Volunteers and 4-H Make History

*Stu Sutherland  
Public Information Officer  
Extension Service, USDA*

Volunteers have helped make 4-H a success from its beginnings before 1900 with corn and canning clubs for young people. Little would have happened in 4-H without the thousands of enthusiastic adults involved during its early years. Today, adult volunteers are still important in 4-H, and the numbers and types of activities have increased.

These volunteer 4-H efforts appear throughout a new book, *4-H: An American Idea 1900-1980*, by



Thomas and Marilyn Wessel of Montana. They point out that as new programs began over the years in 4-H volunteers offered support. When the IFYE and LABO International youth exchange programs started, for example, American families hosted the foreign visitors.

The new book, introduced this summer at ceremonies in Washington, D.C., and in at least 30 states, also documents volunteer efforts on advisory committees and in program development. Millions of volunteers have served as project leaders/teachers or as cooperators when a test plot or demonstration was needed. Volunteers have also worked as facilitators for indirect

services to 4-H and as fundraisers at the local, state, and national levels as "friends of 4-H."

4-H today serves about 5 million young participants in this country; and in 80 other countries another 5 million youngsters are active in programs like 4-H. Volunteers continue to make these efforts possible.

Note: The book is available at \$15 a copy (\$12/copy for orders of 5 or more) from Educational Aids, National 4-H Council, 7100 Connecticut Ave., Chevy Chase, Maryland 20815—indicate title and item number LI 107. □

In McPherson, Kansas, which has a population of 11,000 people, 1,150 individuals were involved one year on community improvement (PRIDE) projects. Two hundred and forty-one volunteer hours were expended to reduce water use 1.4 million gallons per day. To register 2,000 new voters, volunteers donated 940 hours. To complete an accurate city census, 600 people contributed 3,800 hours of door-to-door polling. □

## Family Life Stronger With Volunteer Help

*James E. Van Horn  
Extension Family Sociologist  
The Pennsylvania State University*

Family Life Education in Pennsylvania operates more efficiently because of volunteers. They work side by side with the Extension home economists in many counties to plan and carry out programs. Sheila Burcin, Washington County home economist, holds volunteers in high esteem: "Lay leaders can efficiently plan and implement programs as they are kept abreast of current information related to family life."

Cambria County home economists Eunice Tibbott and Kathleen Hostetler also believe in volunteers. "In a large county, like ours, in the mountainous region, it would be difficult to reach many families without volunteers." Tibbott and Hostetler have trained and they support individuals in many of the small, isolated communities of their county. Over 45 young women have become leaders who have successfully planned and taught dozens of workshops, like the very popular "Toys for Children" program.

In 1981, the programs planned and presented by the volunteers involved over 1,800 persons.

## PRIDE—Vehicle for Volunteerism

*Les Frazier  
Extension Specialist  
Organization and Leadership Development  
Kansas State University*

The Kansas Community Development program, PRIDE (Programming Resources with Initiative for Development Effectiveness) combines theory and practice for maximum citizen volunteer efforts.

In 1980, 105 communities of Kansas were enrolled in the program. People undertook 1,593 projects and contributed 233,055 hours for improvement of cities and towns. The funds, materials, and labor (calculated at \$5 per hour) added up to more than \$1 million. Professional staff assistance from the Cooperative Extension Service of Kansas State University and the Kansas Department of Economic Development added up to 4 staff years.

Since PRIDE began in 1971, over 300 or almost half of the communities of the state have participated. For the paid staff hours involved, the impact of this model in the state has been large.

### Building Leadership Skills

Volunteers in Extension's family and parent programs also benefit from their experiences. Frequently, a potential leader will attend a regional training day, return to his or her county, and present workshops for other parents. Two parents in Lebanon County's Twins Club participated in a training day focusing on "Developing a Child's Self-Concept." One of the parents taught a successful workshop on self-concept. She admitted later she was "terrified to get up in front of a group" before she assumed her volunteer leader position.



### You and Your Preschooler

Volunteers are an integral part of the statewide "You and Your Preschooler" program, which has two parts: the learn-at-home program consists of study units mailed to parents and workshops held in local communities. Annually, over 50,000 families participate.

### Prenatal Education

Jefferson County home economist, Nancy Covert, relies heavily on volunteers in her Family Life Education Programs: "Our prenatal education program depends almost 100 percent on volunteers. Through their efforts, this Extension program has grown in 4 years from no prenatal classes to weekly classes held at both of the hospitals in the county. Every year, over 375 young couples about to be parents for the first time enroll in the programs which are conducted in the two hospitals that service our entire county."

### Kid Stuff

Often Extension brings together, face to face, a group of volunteer parents and professionals. Over the past 6 years, in the rural, sparsely populated Sullivan County, the

Extension home economist has worked with a group to plan and present "Kids Stuff for Parents," an educational program for parents about the concerns parents have. 4-H members conduct the children's part of the program, thus enabling many parents with younger children to attend.

### Building On Strengths

Volunteers are so much a part of Pennsylvania's family life program that a new program, "Strengthen Your Family," incorporates them throughout. Home economists will be relying on volunteers to ask families and to analyze their strengths. Based on their responses, educational programs will be developed that volunteers can use to help the families identify and build on their strengths. □

### Kansas Farmer-Rancher An Effective Extension Advocate

William S. Sullins  
Extension Information Specialist  
Kansas State University

John Haas, a farmer-rancher from Pawnee County, Kansas, has been a top volunteer leader and innovator for Extension. He has testified on Capitol Hill in behalf of Extension and recently completed a term as the national advisory group's first president.

Haas is not stepping out of character when he "wears many different hats." Helping to bring about meaningful change is also one of Extension's roles, he points out. John does



not mind picking the brains of county agents, specialists, scientists, administrators, or anyone else who may have some new or different ideas.

### Beginnings With County Council

Membership on the county council whetted his interest in Extension. After he took an agronomy degree from Kansas State University in the early 1960's, he returned home to Larned in Pawnee County where he became a farmer-rancher and a member of the Pawnee County Extension Council.

This membership stimulated his interest in Extension. It eventually led to membership on the Kansas Area Extension Council, Kansas State Extension Advisory Council, the North Central Region Advisory Council, and the National Extension Advisory Council.

During the past year, Haas, as president of the national advisory group, has constantly reminded Congress of Extension's priorities.

Despite these important time-demanding occasions, Haas manages to find enough hours to farm 2,500 acres of land and feed several hundred cattle each year.

### Modest about Honors

Haas would rather talk about his family—wife Carolyn ("She's my combine operator"), son Charles, and daughter Kista—or about volunteerism and what 4-H can do for young people, than to talk about the recognition that he has received.

But one can guess that the honors he received in 1980 and 1981 rank high with him. First, he received the "Kansas Friend of County Agents Award." The next year he went to Washington to receive the "National Friend of Extension Award" from Epsilon Sigma Phi, Extension's honorary fraternity.

Kansas Extension director Fred Sobering recently attempted the difficult job of describing Haas in a few words. "John is able, articulate, enthusiastic, and effective," Sobering said. □

## **SOS Learning Networks Revitalizing Rural America**

*Robert H. Flashman  
Extension Family Resource Management  
Specialist  
University of Kentucky, College of Agriculture*

An SOS Learning Network is an informal way for people to share their ideas, talents, hobbies, and knowledge with others who are curious to learn. It is a forum for meeting community needs, a project that extensively involves the grass-roots people of a community and gives them a measure of control over their lives.

Learning network activities can be built around almost any subject of community interest such as home landscaping for energy conservation, preventive medicine, beginning guitar, cardiopulmonary resuscitation (CPR), macrame, creative writing, automobile mechanics, and stress management. It is an excellent method of dealing with the needs of the elderly or addressing community action problems.

### **Beneficial Skills**

Recent Extension surveys have shown that Kentuckians are ready to fully tap the storehouses of skills existing within their own communities. Recently, respondents in 15 Kentucky Extension geographic areas were asked if they believed that most of the people in their community possessed skills that would benefit the community at large. In 12 of these areas, over 80 percent of the respondents answered, "Yes!"

Forty-five percent of the respondents in the survey said they would be interested in sharing skills with others. Males (51 percent) were more interested in sharing skills than females (40 percent). Persons between the ages of 20 to 40 (61 percent) were most likely, the survey showed, to be willing to share skills. Persons over 65 (28 percent) were the least likely to be willing to share their skills.

In a report to the National Extension Homemakers Council in 1981 the eight existing SOS Learning Networks were surveyed. In each of the eight networks, there was an aver-

age total of 20 teachers (volunteer sharers) offering a total of 19 different courses. Total average enrollments for all networks were 3,231 with 2,178 people constituting "new involvements"—a previously unreached audience.

### **Majority Want Activities**

Rural people have shown a definite interest in establishing and participating in SOS Learning Networks. Surveys have shown that approximately 64 percent are interested in attending Learning Network activities.

The network appears to revitalize rural communities. As one community participant commented: "This project caused more excitement than anything our county has ever experienced." □

### **Saving Money For City Hall**

*Robert M. Dick  
Professor, Communication Specialist  
Community Development  
University of Wisconsin—Extension*

*"I pay my taxes. Why should I give my time to my local government too?"*



Americans give freely of their time and talent for many worthy causes—a recent Gallup survey found 31 percent giving at least 2 hours a week to some community service. Contributing "work" to a township, village, or city hasn't caught fire, though.

Some cities have tried and succeeded. Over \$5 million of volunteer time are contributed annually by

people working at a variety of tasks in New Orleans, Louisiana. The National League of Cities reports that volunteers "adopt" parks, supervise activities, handle day care centers, drive vehicles, answer telephones, and type reports.

Other communities have failed utterly in attracting volunteers to this kind of service. Organization appears to be the key.

### **Wisconsin Training Program**

University of Wisconsin-Extension specialists looked at Wisconsin communities experiencing funding cutbacks and wishing for volunteers. Drawing upon a half-century of its own volunteer relationships, hospital and nonprofit agency volunteer directors, and several cities and towns, the Extension staff developed a training program for Wisconsin's local government officials.

In many respects, volunteerism in municipal service resembles that in other nonprofit organizations.

### **Unique Issues**

But there are unique issues in municipal volunteerism. Does a volunteer displace a paid worker? That may violate a labor contract.

Municipal liability is also an issue. If the unpaid volunteer is injured on the job, does the municipality's workman's compensation insurance cover the claim? What if the volunteer accidentally injures someone else?

There are no standard answers as every community is different. But by identifying the issues and bringing them to the attention of local government officials who may be hoping to use volunteers, Extension is helping Wisconsin's towns, villages, and cities to capitalize on this talent and avoid costly problems. □

### **Training for Cold Water Survival**

*Stephen R. Stewart  
District Extension Marine Agent  
Michigan Cooperative Extension Service*

Cold water (less than 70° F) is found year-round in Michigan's great lakes and inland waters, posing a unique

safety problem for those who venture onto the waters. Recent information indicates that cold water may be a significant factor in assisting in the eventual recovery of drowning victims.

Advisory service efforts have centered in on two areas. The first deals with cold water survival and includes the problem of hypothermia, and treatment and personal survival in cold water. The second on cold water near-drownings—what they are and what new treatment methods can be utilized in these accident situations.

In southeast Michigan, the marine agent has coordinated a statewide effort on the part of other marine agents, as well as county Extension staff, to make Michigan citizens aware of the unique problems and



opportunities that our cold waters present. Workshops have been held to train "first responders" in the treatment of cold water near-drownings. Similar problems focusing on cold water survival are given to recreational and other groups.

Funds for these efforts have come from the sea grant program, and staff time has included district marine agent and secretarial time as well as the time donated by program cooperators (County Extension staff, U.S. Coast Guard personnel, Sheriffs' Department staff, etc.).

The major accomplishment has been the training of "first responders," those whose job it is to rescue and aid cold water victims. Emphasis has been on training those who could in turn train others.

A secondary accomplishment has been the training of many persons in cold water survival and hypothermia treatment. Additional programs have been requested and cold water emergency contingency plans have been established. The number of drownings in the Great Lakes area has diminished by 20 percent, in large part due to such educational efforts, according to the U.S. Coast Guard.

These efforts will continue until each coastal county in Michigan has been included in programming, and until requests for further assistance have ceased. □

### Teaching 'em Hunter Safety

*Barry W. Jones  
Extension Communications Specialist  
Mississippi State University*

Eight years ago Vivian Armond was a shy, reserved widow and mother living in a mobile home park in Vicksburg, Miss., and working at various jobs to make financial ends meet.

That same year she noticed the children in her neighborhood, including her son, were playing with air rifles and BB-guns. She decided they needed to be taught something about gun safety. Calling upon the knowledge she gained hunting and fishing while growing up in Sharkey County, she set out to teach them.

Vivian Armond's first small effort at community service in her own neighborhood led to new and larger volunteer jobs, first with the 4-H program in Warren County and finally to a full-blown career in hunter education.

Armond today is a hunter education supervisor with the Mississippi Department of Wildlife and Fisheries. What began as a volunteer effort for six kids in a mobile home park has grown into a 20-county program and the number of kids in Mrs. Armond's classes today ranges into the thousands.

The timid widow is now selling wildlife and hunter education safety programs to community and school leaders and recruiting other volunteers all over southwest Mississippi.

Twice in the last decade tragic accidents have brought that importance home to her life. She was widowed in 1971 when her husband died in a work-related accident, and in 1980 during a swimming mishap in the Mississippi River her only son, Billy Wayne Jr., drowned.

Through those personal tragedies, Armond has emerged as a strong and relevant voice for hunter education in Mississippi, because what she teaches saves lives.

### "Something to Say"

"My work with 4-H members and leaders taught me self-confidence and how to communicate," Armond says. "4-H taught me that I have something to say and that others could benefit from my own background as a hunter and outdoor person."

Armond took the 4-H training in 1974 and became the leader in charge of the hunter safety program in the county.

She launched an ambitious city and county school program to instruct every child in the seventh grade in wildlife education and hunter safety.

### Not One Accident

"Not a single student we have had in hunter education has ever had a hunting accident," Armond said. "As an instructor, it is an important thing when you put your name on that certifying card. You have to know in your mind that this youngster is a safe hunter."

It was Armond's success with the 4-H hunter safety program that attracted the attention of the Department of Wildlife and Fisheries. They hired and trained her in the summer of 1978.

### Honored by 4-H

Last November, Armond's volunteer work was recognized by the national 4-H organization. This month she will attend, all expenses paid, the 47th North American Wildlife and Natural Resources Conference in Portland, Oreg., as one of only five individuals so honored in the Nation this year. □

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